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FILE NO. 90

THOUGHT PUBLISHING CO., and
PUBLICATION SOCIETY,
at
Chicago, Ill.

April 4, 1919

FILE NO. 90

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P. O. Department
vs
Advanced Thought
Publishing Co.
Yogi Publication
Society

BEFORE THE SOLICITOR FOR THE POST OFFICE DEPARTMENT.

POST OFFICE DEPARTMENT)
)
vs)
)
ADVANCED THOUGHT)
PUBLISHING COMPANY)
and)
THE YOGI PUBLICATION)
SOCIETY.)

Washington, D.C.,
Friday,
April 4, 1919.

ROY L. WHITMAN
Shorthand Reporter
316 Columbian Building
Washington D.C.

BEFORE THE SOLICITOR FOR THE POST OFFICE DEPARTMENT.

In the matter of
Charges that

The Advanced Thought
Publishing Co.,
and

The Yogi Publication
Society,

are engaged in a scheme
to defraud.

Before J. J. Southerland, Acting Solicitor.

Washington, D. C.

Friday,

April 4, 1919.

The above entitled cause came on to be heard

at 11.10 oclock a.m.

Present, On Behalf of the Post Office

Department: John A. Nash, Esq., and Fleet W. Cox, Esq.

Present, On behalf of the Defendant, Henry

W. Freeman.

Mr. Cox: If the Court please, this is the

case of the Government against the Advanced Thought

Publishing Company at 904 Masonic Temple, Chicago,

Ill., and the Yogi Publishing Company at 1422 Masonic

Temple, Chicago, Ill. The citation, which will be

marked Government Exhibit No. 1, omitting the caption

reads as follows:

(Mr. Cox read the citation).

The return of the Postmaster at Chicago, which I have not before me at this time, will show that this citation was duly served and it will show further that the Advanced Thought Publishing Company is receiving daily about 200 letters, and the Yogi Publishing Company is receiving about 15 letters. Now, ~~at~~ this point, Mr. Freeman, if you have prepared a written answer we would be very glad if you will offer it and read it to the court.

MR. FREEMAN: Well, if I may preface my remarks: The Advanced Thought Publishing Company has offices at 904 Masonic Temple, Chicago. It is conducted there like a book-store. In connection with that, of course, it has the mail order business.

By "book-store" I mean this: the books that this company sells are displayed on a counter to the public as they would be in a book-store and those interested can see and buy. The surprising thing is, (I am not a mystic, or a skeptic) there is a very large element of the public that is interested in those things, and at the times I have been there there were large numbers of people ~~xx~~ come in and inspect these various publications which are displayed for sale, and buy them if they saw fit.

The Yogi Publishing Company has offices in room 1422, I believe five floors above, in the New Masonic Temple. It is run by Mrs Ollie Gould, the wife of Mr. Gould who is here. Mrs Gould is not here representing the Yogi Publishing Company.

Before reading the answer, which contains something of the same matter, it seems to me that the suggestion regarding the Yogi Publishing Company must have been more or

less of an inadvertance. I do not know the amount of mail which is received, but Mr. Cox says she received about 15 letters a day. The Yogi Publishing Company/^{was} ~~is~~ owned by Mrs Gould before she married Mr Gould, and is her independent individual business, and, as I say, it seems to me as if the order must have been issued by inadvertance, because she does not advertise to sell, and, except in rare instances, does not sell any of the articles that are mentioned in this memorandum, any of the publications, or articles.

I have here an affidavit to which is attached the catalogue, and, by the way, the name of it is : "The Yogi Publication Society" and not the "Yogi Publishing Society."

MR. NASH: We use both names.

MR. FREEMAN: That is, the heading in the catalogue is: "Yogi Publication Society."

MR. COX: Well, the matter I read used the word: "Publishing" instead of "Publication".

MR. FREEMAN: Well "Publication" is the proper name.

MR. NASH: It might be possible that both were used. I think the chances are they were.

MR. COX: We would have the right to amend the citation to fit the evidence.

MR. SUTHERLAND: Yes, you can amend the citation if it becomes necessary.

MR. COX: In fact it is the same company.

MR. GOULD: Yes, it is the same company.

MR. COX: I do not know whether it will become necessary to, but that will develop.

MR. FREEMAN: We will accept the citation.

MR. COX: I show the court on what we based our obtaining of the names. It appears very plainly there.

MR. NASH: Well, the affidavit speaks for itself.

MR. SUTHERLAND: Well, here are circulars from this concern: "Yogi Publishing Company" 14 West Washington St., Chicago, ^{re} moved to 1405 Masonic Temple; and "Yogi Publication House".

MR. GOULD: I think the chances are when they got up circulars they might have just got it confused.

MR. SUTHERLAND: Yogi Publishing Society, Yogi Publication Society. It would seem that they have two names, as a matter of fact.

MR. COX: Well, we would ask, in that event to amend the citation, if it is found to be necessary later on.

MR. NASH: Suppose we hear the evidence and see what situation we are in at that time. I understand that the affidavit is simply a denial that any of these charges affect the Yogi Publishing Company in view of the fact that Mrs. Gould states that she is not engaged in selling any of the books that are referred to in this affidavit, but that is a matter of proof.

MR. FREEMAN: We are not engaged in selling them, and as I set out in the answer, and in this affidavit, occasionally people who have heard of these other publications go to the Yogi Publishing Company with a mail order and ask for one of these things, in which case Mrs. Gould procures it; but the catalogue of the society is here and none of the articles mentioned, neither publications nor articles mentioned in the citation are advertised in the catalogue of this society.

Now, I offer the affidavit of Mrs. Ollie Gould, as respondent's exhibit number 1. (Mr. Freeman read the affidavit).

As ~~respondent's~~ respondent's exhibit number 2 I offer

the answer of this respondent. (Mr. Freeman read the answer.)

As respondent's exhibit number 3 I offer this guarantee which is contained in literature, generally with all publications that go out.

MR. NASH: Do you want to file these as exhibits with your answers "Physical Culture," for instance?

MR. FREEMAN: I think my reference is sufficient, unless you would like to have it read. I will read the article for you if you wish me to, but I think the reference to it in the answer will be sufficient to identify it.

MR. SUTHERLAND: I would like to glance over the article.

MR. FREEMAN: Of course, that is an article merely in defense of plain speaking and a broader education on the subject. In that article on venereal disease it decries the secrecies heretofore thought necessary to throw around these subjects. I have not read McAdden's book that is referred to in there on marriage, ~~but~~ that he says ought to be on the shelf of every library. Mr. Gould says it is a book very much along the lines of these books that he is selling. Now, I do not know what the procedure here is.

MR. COX: The Government goes ahead and presents its evidence.

INSPECTOR D. F. ANGIER, A WITNESS ON BEHALF OF THE GOVERNMENT TOOK THE STAND AND TESTIFIED AS FOLLOWS:

DIRECT EXAMINATION:

Questions by Mr. Nash.

Q. Will you state your full name?

A. D. F. Angier.

Q. Are you in the service of the United States Government?

A. I am a Post Office Inspector.

Q. At what place?

A. Chicago, Illinois.

Q. During the course of your special duties did you have occasion to investigate the Advanced Thought Publishing Company at 904 Masonic Temple; and the Yogi Publishing Company at 1422 Masonic Temple, Chicago?

A. I have, yes sir.

Q. Could you briefly state at this time the connection between the Advanced Thought Publishing Company and the Yogi Publishing Company?

A. As a result of the investigation and inquiries I have made, I found that the Advanced Thought Publishing Company is conducted by Mr. Gould who is here this morning; and that the Yogi Publishing Company is conducted by Mrs. Gould.

Q. The wife of this gentleman?

A. The wife of Mr. Gould. They are in the same building but on different floors, as stated by Mr. Freeman. The difference is simply in this respect: that both send out the same class of literature, have been sending out the same circulars but with the names of the firm changed at the bottom or top. They both sold Dr. Reeder's book, and they advertise the Gazing Globes.

Q. So called crystals?

A. The Gazing Crystals. And, they both handle the same line of books, all the occult books, although either company may handle books different from those handled by the other. Mrs. Gould has stated to me that while her business has been distinct in her mind from that of her husband's, that for periods of at least two years Mr. Gould has con-

ducted the Yogi Publishing Company during periods while their child was sick and that during this time literature from one company has perhaps been sent out to names of patrons of the other company: so that the two businesses it seems were intertwined in the past in such a way that their general character is practically identical. I think that is a general statement of it.

Q. I hand you a file and ask you to say what it is and where you obtained it?

A. This is a complaint that came to our office through the natural course. It is from Dr. L. E. Rauterberg of Washington, D. C.

Q. Anything else there? ~~With the complaint~~

A. With the complaint the Doctor submits several circulars advertising the books of The Advanced Thought Company at Chicago.

Q. This file will be marked Government exhibit number 3 and the complaints under date Washington, D. C. July 6, 1915, of Dr. L. E. Rauterberg will be marked 3-A. The complaint reads as follows: You read it Angier, my eyes are bad.

A. (Mr. Angier read the letter).

Q. 3-B is a circular entitled "Develop Will Power." There is a series of thirty lessons named "Will Power, The Secrets of Mental Magic" by William W. Atkinson, and there is the picture of a book, I suppose the book under that name. I won't stop to read at this time to read from 3-B. The next circular is one entitled "The Science of Regeneration, or Sex enlightenment" and it will be marked 3-C. (Mr. Cox read from the circular). That seems to be anonymous. Do you know who is the author of that book?

MR. FREEMAN: Let me ask, Judge Sutherland, if that is introduced in support of the charge that this book teaches the prevention of conception? I do not see anything about that in their advertisement.

MR. COX: Well, we cannot do everything at once, Mr. Freeman, We will go along and see if what we put in will not answer that question.

INSPECTOR ANGIER: I do not know who wrote the book. I asked Mr. Gould who the author was, but he refused to tell me. I asked him if he were not the author of the book himself but he refused to reply stating that he was not an authority on that subject.

MR. GOULD: I do not think that I said that I was not an authority on sex subjects. I probably have studied the sex subject as well as anybody, because in publishing books we try to get the very best that is possible to put in them, and so I shall say that I am not ignorant on the subject at all.

MR. COX: Well, we do not know at this point who is the author of this book.

MR. GOULD: Well, I just wanted to correct Mr. Angier's statement regarding my knowledge of sex matters.

MR. COX: Well, as I say, we do not know at this point who the author of this book is, unless Mr. Gould himself knows and wants to tell us. Will you tell us?

MR. GOULD: The idea of it is -- why, I do not know that it would be necessary to state his name.

MR. COX: You would rather not say who is the author, is that it?

MR. GOULD: Yes sir.

MR. SUTHERLAND: Do you have a copy of the book,

Mr. Angier?

MR. COX: Have you a copy of the book?

INSPECTOR ANGIER: Yes.

MR. SUTHERLAND: Suppose you put it in in proper sequence. I do not care for it now.

INSPECTOR ANGIER: I have the book "The Science of Regeneration." It is marked here as being by Franklin L. Devoy, but I recall having asked about that -- it may be another book that I asked him about and he did not tell me -- but this book here, I remember he happened to give it to me.

MR. COX: I will offer the book itself as Government exhibit number 3-D.

Now, 3-E is a circular entitled: "Important Announcements of the New Ninth Edition Just Ready, Thoroughly Revised." (Mr. Cox handed the circular to Mr. Angier with request that he read it, which Mr. Angier did).

MR. COX: He ought to write a good book.

MR. FREEMAN: He ought to write a good book, Yes.

MR. GOULD: He has written a great many books and is a reputable physician.

MR. COX: Now, the circular seems to give the contents and on the same side upon which appears the title -- do you know who prepared this circular?

INSPECTOR ANGIER: I did not ask Mr. Gould who prepared it.

MR. GOULD: It was not prepared by us. The plates were furnished to us.

MR. COX: Well, was it prepared for you?

MR. GOULD: No, we printed the circulars for someone else, The Adams Publishing Company, and then we ran off some

for ourselves.

MR. COX: What do you mean, that you had a regular printing press?

MR. FREEMAN: They have a regular printing plant. They have a large plant.

MR. COX: Then you did print those for some other concern and also for yourself?

MR. GOULD: Yes, it was printed there by us for these other people.

MR. COX: I see.

MR. GOULD: And it is not our publication, we do not publish the book.

MR. COX: Yes, I understand, but what I was speaking particularly of was the printed matter.

MR. GOULD: Yes, The Advanced Thought -- that was printed by us.

MR. COX: Yes, who prepared it, do you know?

MR. GOULD: Why, I think John Kemy of the Adams Publishing Company from data that, I suppose, Mr. Robertson, or the Critic Publishing Company supplied him.

MR. COX: Government Exhibit 3-F is a circular entitled "Mystery of the Sex" and, by the way, in connection with this circular, have you the book "Never Told Tales" by William J. Robertson?

INSPECTOR ANGIER: No, I have not got that.

MR. COX: How about "The Mystery of the Sexes"?

INSPECTOR ANGIER: I have not got that.

MR. COX: Haven't got that? I will ask you to read the portion I have indicated on this circular marked Government exhibit number 3-F.

(Mr. Angier read from the circular, down as far as the words "on each page and chapter.")

I do not believe that we charged anything against that book in the citation.

MR. GOULD: Nothing charged against any of those books.

MR. FREEMAN: I am a little surprised. There is nothing in the citation about any of these.

MR. COX: Alright, then, we will stop with that, then, Mr. Freeman.

MR. FREEMAN: I would like to ask Mr. Angier, after hearing the preface of that book described in the circular --

INSPECTOR ANGIER: (Interposing) I never saw the book -- you mean this last book?

MR. FREEMAN: Yes.

INSPECTOR ANGIER: I only read it based on the complaint of Dr. Rauterberg.

MR. FREEMAN: Well, Dr. Rauterberg's complaint simply was that there was a lot of stuff going through the mails, but the complaint is not directed to anything.

MR. GOULD: Dr. Rauterberg wrote us not to send him any more stock and we took his name out of the list. You see this complaint is 1915.

MR. FREEMAN: In 1915?

MR. GOULD: Yes.

MR. COX: Now, I hand you another file and ask you to say what it is and where you got it.

A. This is a file containing eight complaints from various persons about the country, together with the literature they submitted.

Q. I shall offer that as Government exhibit number 4. I offer as 4-A the following communication under date of

March 10, 1917, on the letterhead of D. W. Peyton, Attorney and Counsellor at Law, Huntington, West Virginia.

(Mr. Cox read the letter).

With this exhibit is attached the following communication which will be marked 4-B. It is on the letterhead of the Advanced Thought Publishing Company, Publishers, Importers and Booksellers. (Mr. Cox read the circular including the letterhead at the top of the circular).

Now, attached also to this letter from D. W. Peyton is a circular advertising the "Private Sex Lessons of a Physician" and will be marked Government exhibit 4-C. I am trying to stick to the citation as closely as I can, Mr. Freeman.

4-D -- I wish you would read that for me, Mr. Angier.

A. Government exhibit 4-D is a complaint from Mrs. Margaret Oldham, 600 Riverside Drive, New York, and reads as follows: (Mr. Angier read the letter).

Q. This inclosure appears to be the same thing that I read a minute ago. The same literature is contained in this that I offered in the one I read a minute ago.

While we are right on that subject let me offer that book in evidence. I ask you what that book is?

A. The book just handed me is entitled "Private Sex Lessons of a Physician" by David H. Reeder, Ph D, M. D., & D. O., and was given to me by ~~Professor~~ Mr. Gould, the Proprietor of the Advanced Thought Publishing Company, on February 11, 1916.

Q. Can you say whether or not that book is sent through the mails?

A. The book is sent through the mails, but this particular copy was not.

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Q. Can you say whether or not that book is sent through the mails?

A. The book is sent through the mails, but this particular copy was not.

Q. Yes sir. How do you know it is sent through the mails?

A. I have received it myself on orders.

MR. FREEMAN: We will concede that it is sent out when letters come in requesting it.

Q. Now, what do you know about the publishers of this book, if anything, and I call to your attention to that preface.

A. The publisher of this book, Dr. David H. Reeder, is a man of between fifty and sixty years of age. He has informed me that he is not licensed to practice in the state of Illinois, although he has degrees of Ph.D., M. D., & D. O. He refused to tell from what institution he received them. He has been arrested by the state authorities under the Medical Practice Act for posing as a physician, and fined, pleaded guilty and was fined.

He stated that the book "Sex Lessons of a Physician" was written by him and that several years ago, perhaps four years ago he met Mr. Gould and submitted a manuscript to him and asked him if he would publish it; that Mr. Gould agreed to publish the book and did. Gould gave the book its name; "Private Sex Lessons of a Physician" which Dr. Reader says is a misnomer; that this does not give the private sex lessons of a physician; that that idea/of birth is wrong; as it was not his intention to convey that information.

MR. FREEMAN: I think this is, it would seem to me, out of order. The book speaks for itself, it certainly does teach the control of birth by natural means.

MR. COX: That is true, that it does, but I think we ought to have the Inspector's statement in connection with

this work as it was given to him by the man who prepared it.

MR. FREEMAN: That might be true, but Mr. Angier is stating what Mr. Angier remembers Dr. Reeder said to him. Now, if Dr. Reeder were here he might possibly disagree with Mr. Angier's statement.

MR. COX: It is true it is hearsay, but we are unable to subpoena Dr. Reeder. We cannot produce him here but Mr. Angier had an interview with him.

MR. FREEMAN: Of course, we appreciate that these gentlemen understand how it comes in.

MR. COX: Oh, undoubtedly.

MR. GOULD: It is not a fact, however, that the statement as given by the Inspector about the title is correct. We agreed to the title of the book and he --

MR. FREEMAN: (interposing) You will get a chance to make your statement a little later on.

MR. COX: That will come in regular order. I will be very glad to have that. I want to get the whole business. You give me your version of it and Dr. Reeder's version. At any rate we want to get down to the case. Go ahead.

A. Dr. Reeder stated that the object in the writing of the book was to teach sex control, stating that he is absolutely able to tell by following certain rules whether the baby will be a boy or girl baby and that he also has to teach there a method of sexual intercourse which is described in the booklet and which will speak for itself, but it is sexual intercourse ~~which is~~ whereby the man does not have an emission. He says that by following out such practice that the life essence is conserved.

Q. You mean the semen?

A. Semen, yes, is conserved and re^{mu}vivates the person

MR. COX: Did you think that was a new doctrine?

Mr. Gould: The idea of it is not that the writer that, it is a different proposition. Of course, personally, I do not believe in that.

MR. COX: No, I should not think you would.

Now, I have glanced over the book, and we have got some marked places in it, and I think you will find in reading it that Mr. Angier has given a good statement about the book.

MR. NASH: The question here is whether or not the people were led by this book and representations it makes that it will enable them to prevent conception. That is the only question we have before us.

MR. FREEMAN: And the advocacy of that book is control ~~ng~~ except when children are desired.

MR. COX: What is that, Mr. Freeman?

MR. FREEMAN: I say, as Mr. Nash says, the only question is whether people buy the book under the belief that it will prevent conception, and I say it advocates the prevention of conception by self control, except when children are desired.

MR. NASH: Whatever he does advocate, the question will arise whether that is what the reader expected to learn at the time he bought the book, whether or not he was led to believe that it was ^{something} entirely different.

MR. COX: Now, go ahead with any further statement you may care to make, Mr. Angier.

~~Mr~~ A. Dr. Reeder has run a mail order business for several years called the "Health Remedies Company" and he makes and sells a remedy called by him "Re-new-u Wafers."

The wafers are described in Dr. Reeder's book "Private Sex Lessons by a Physician."

MR. COX: Which is Government exhibit number 4, I marked it Government exhibit 4-D.

MR. NASH: 4-E. I reckon.

MR. COX: Is it 4-E?

INSPECTOR ANGLIER: It is described as a remedy that will excite the sexual passions and he goes into great detail as to how he, Dr. Reeder has searched the fields over and the difficulty he had to find the ingredients that go into these little wafers. He has stated to me that he has received from people who have bought the booklet many orders for this remedy, and Mr. Gould has also informed me that he has received very many orders from people for this remedy, the "Re-new-u Tablets" which are advertised in that book of Dr. Reeder's.

MR. FREEMAN: I object to that. It is not advertised in the book. They are described, but there is no price given and no address of Dr. Reeder where he could be reached.

MR. COX: What is that you say about there being no name in the book?

MR. FREEMAN: He does describe a chemical formula that he has, his name is in the front of the book, but the address is not given.

INSPECTOR ANGLIER: I can say that the Doctor received a letter that was addressed to him as simply Dr. Reeder, Chicago, Ill., which asked him to send a box of his tablets described in his literature. Mr. Gould has received an order, say an order a week.

MR. GOULD: Not an order a week, nothing like that.

once in a while.

INSPECTOR ANGIER: Well, once in a while.

MR. GOULD: Once in a while, very seldom.

INSPECTOR ANGIER: I thought you said at the time about an average of one a week.

MR. GOULD: Oh no, that would be entirely too many.

MR. COX: At any rate you have received them?

MR. GOULD: Yes, we have received them.

MR. COX: Well, will you proceed.

INSPECTOR ANGIER: I said to Dr. Reeder that this book was really an advertisement of his wafers. He said: "of course, it is, in a way an advertisement of my wafers."

MR. SUTHERLAND: Did the book state what the wafers were intended for?

INSPECTOR ANGIER: The book says this: It goes into details and states how many colts a wonderful stallion raised in a year; and how many calves from a bull, and there would be about 40 colts from a stallion and about 60 from the bull; but he goes on to say that the ram can impregnate a hundred ewes in a day.

MR. GOULD: He didn't say that, he says that they may.

INSPECTOR ANGIER: He ~~was~~ stated that the ram can impregnate a hundred ewes in a day; he searched the fields over until he found all the vegetables that the ram ate and he gathered them together and made them into cookies so he could give them to his fellow men in order that he might enjoy the same gustatory pleasures the ram does. The tablets which are the same as the wafers as he calls them, are intended to ~~excite~~ excite the sexual passion of the man or the woman ~~whenever~~ whoever eats them.

MR. COX: Well, now, The Advanced Thought Publishing Company sells this book. Do you know whether or not the Advanced Thought Publishing Company receives orders for the book or the wafers; what do you know about that?

INSPECTOR ANGIER: The Advanced Thought Publishing Company has received orders for the book, and has received, by the statement of Mr. Gould, just now, has received orders for the wafers. He forwards the orders for the wafers to Dr. Reeder, I understand, so that he may fill the orders for the wafers, for the medicine.

MR. GOULD: What is that?

INSPECTOR ANGIER: The orders that are received by you for the wafers, I said, you forwarded to Dr. Reeder so that he could fill them, so that he could fill those orders.

MR. GOULD: Yes, and it may be that the stuff is sent in to us. Sometimes we would send it for them and they would be ordering other stuff and we would request them to send it to us, so we could send it out to them.

MR. COX: Yes, I see, anything further on that question, Inspector, on that book? With that book was an advertisement containing the picture of Dr. David H. Reeder, Ph. D., M. D., & D. O., and founder of the Home Health Club, Editor of the health department of many daily, weekly, and monthly publications, lecturer on eugenics and dietetics, That will be Government Exhibit 4-F. It goes with the book. That is your own, is it not, Mr. Gould?

MR. GOULD: What, sir?

MR. COX: That is your advertisement, is it not of the book?

MR. GOULD: Yes, that is our advertisement of the book.

MR. COX: I believe that is already in. But, do you

want to go on further at this hour?

MR. SUTHERLAND: I thought we would run until a quarter to one, because we have a meeting at two o'clock. Suppose we run until one o'clock and then we will take recess until two thirty.

MR. COX: This file will be marked Government exhibit number 5 and I ask you to state, Mr. Angier, what the file contains, where you got it and so on.

INSPECTOR ANGIER: This file consists of test correspondence entered into by me with the Yogi Publishing Co., Chicago, Ill., using the name of M. B. Kolbe, of Aurora, Ill.

Q. Yes, now, will you take up that correspondence. You can read this writing better than I can. Let that be 5-A please.

A. 5-A is copy of a test letter dated Aurora, Ill., August 21, 1914.

Yogi Publication Company,
14 West Washington St.,
Chicago, Ill.,

I understand you sell a book called "Sex Force". Will you please let me know how much it costs?

M. B. Kolby,
200 South Fourth St.

Government exhibit 5-B is a reply received from the Yogi Publishing Society, Publishers, Booksellers, etc.

Dear Sir:-

We have your letter of August 21 --

MR. COX: (interposing) Just at that point I would like to call the court's attention to the testimony by the witness on this point heretofore. It seems that this very book that is sold by the Advanced Thought Publishing Co.,

has been ordered under this test case, of the Yogi Publication Society, and here is the reply.

MR. FREEMAN: Exactly, that is exactly in line with my answer. That publication is not in that catalogue.

MR. COX: Well, just wait one minute, we will come to that.

MR. FREEMAN: I say in my answer that occasional inquiries come in asking it for books handled by the other concern. Mrs. Gould would get this book and send it out, but she does not advertise it and does not keep it in stock.

MR. COX: Well, she says it is out of stock at that time.

MR. GOULD: The book in question is not mentioned in that letter at all. None of the literature mentioned in this particular charge is taken up there at all, is it?

MR. COX: Well, what is then if it is not the Sex Lessons?

MR. GOULD: That is not mentioned in that particular letter at all.

MR. COX: I think it is.

MR. SUTHERLAND: The case is not in yet.

MR. COX: I would be very glad if you would postpone your testimony until your time comes. You will be given every opportunity and I will be very glad to hear from you very shortly.

INSPECTOR ANGLIER: In response to that I received a file of literature, which will be marked Government exhibit number 5-6, consisting of a little yellow circular by the Yogi Publication Society giving a list of books; a circular of the Secret of Mental Magic, by William Walker Atkinson; another circular, The Yogi Publication Society, Importers, Wholesalers, and Retailers., giving what purports to be

some testimonials; another circular called "Life Beyond Death" from the Yogi Publication House; another circular called "The Art and Science of Personal Magnetism" by Theron Q. Dumont, set out bearing the imprint: "The Yogi Publishing Company, removed to 1305 Masonic Temple, Chicago, Ill.; another circular entitled "The Three Sevens" handled by The Yogi Publishing Society; a catalogue entitled "A list of the works comprising Yogi Philosophy" issued by the Yogi Publication Society; and a circular entitled "Private Lessons in the Nerve and Sex Force" issued by the Yogi Publishing Society.

MR. COX: Now, do you know whether any of the books or publications listed there by the Yogi Publishing Society, or The Yogi Publishing Company are also sold by the Advanced Thought Company?

A. A good many of them are, a number that are mentioned are sold by the Advanced Thought Publishing Company.

Q.. BY both?

A. Yes sir, by both.

Q. Well, it appears -- you say the Yogi Publishing Company advertises these books?

MR. FREEMAN: I did not hear any of them read.

MR. COX: I did not hear any of them read.

MR. GOULD: Nothing, that is only charged in the Post Office statement.

MR. FREEMAN: I said in my answer that none of the books in the memorandum, none of them were mentioned there.

MR. COX: I see, but what I was attempting to show is that these Companies, working together and doing about the same business along the same lines --

MR. FREEMAN: (interposing) Well, they both sell books on the occult. That is true. I can give you a list of a hundred dealers in the United States that are doing the same thing, if you want to take them in. I have a catalogue here that thick (indicating) of another dealer.

MR. COX: That is true.

MR. FREEMAN: Here is a real catalogue of occult Publication (handing a book to Mr. Cox).

Mr. NASH: We had him here yesterday. Go ahead.

A. I received in addition to that, a follow-up letter the file marked 5-D.

MR. NASH; We have been a little handicapped for time, Mr. Freeman, and you will have to pardon us if we seem a little prolix ^{rather} matter that may be a little immaterial.

MR. FREEMAN: I appreciate that the Post Office Department only wants to do what is right.

MR. NASH: If matters get in here that appears to you to be immaterial it will also probably appeal to the court in the same way and it will be disregarded.

INSPECTOR ANGIER: This file, labelled 5-D contains an advertisement issued by The Yogi Publishing Company entitled "Personal Magnetism" a book by Theron Q. Mumon~~K~~; another circular issued by the Yogi Publication Society advertising the book "The Life Beyond Death" by Yogi Ramacharaka; a circular advertising various books, and also a circular issued by the Yogi ~~Adverti~~ Publishing Company, advertising the books "Sex Force".

Following that as exhibit 5-E was received from the Yogi Publishing Company a form letter advertising the book by Theron Q. Mumon~~K~~, an order blank, a circular advertising

"An Egyptian Love Spell" the book "Black and White",
 Paracelsus His life and Doctrines"; "Reincarnation";
 the book "St. John Unsealed" circular advertising, issued
 by The Yogi Publishing Company, books "The Astral World",
 "The Human Aura"; another circular advertising the book
 "Mind Power"; circular advertising the book "Personal
 Magnetism"; and another advertising the book "Sex Force."

In Government exhibit 5-F is a circular received from
 the Yogi Publishing Company advertising the book "Private
 Sex Lessons of a Physician" by Dr. David H. Reeder.

MR. NASH: What is the file number of that?

MR. COX: Now, I call your attention to it.

INSPECTOR ANGLIER: That exhibit is number 5-F.

MR. FREEMAN: How does that come from there?

MR. GOULD: I can explain that when the time comes.

MR. COX: I wish you would, when the time comes.

MR. GOULD: Yes, I will explain that.

INSPECTOR ANGLIER: A book circular issued by the Yogi
 Publication Society advertising "Clairvoyance and Occult
 Powers" by Swami Panchadasi; an order blank; an advertise-
 ment of a journal called "Advanced Thought" and a circular
 giving a list of books and other circular matter advertising
 books issued by them.

On July 26, 1916, marked as exhibit 5-G is a copy of a
 circular letter --

MR. COX: (Interposing) Not circular?

INSPECTOR ANGLIER: A copy of a letter written by me
 under the name of M. B. Kolby, Aurora, Ill., reading as
 follows: (Mr. Angier read the letter which requested a
 copy of the book entitled "Sex Lessons of a Physician").

In reply to that I received a book, marked Government exhibit 5-H called "Private Lessons of a Physician" by David H. Reeder, Ph. D., M. D. ~~xxxxxxx~~

MR. COX: Is that the same book that was heretofore offered?

INSPECTOR ANGIER: It is the same book that was heretofore offered and also circular marked 5-I; same being a catalogue issued by the Yogi Publication Company and a circular advertising the ~~Journal~~ Journal of Advanced Thought.

MR. COX: And will you give this Post Office Receipt

INSPECTOR ANGIER: It is attached right to that.

MR. COX: It is attached, alright.

INSPECTOR ANGIER: On June 20, 1917, I received the following circular from the Yogi Publishing Company: circular entitled "Special Ten Day Offer" (Mr. Angier read from the circular); circular issued from the Advanced Thought Publishing Company offering such books for sale and referring also to the Advanced Thought Magazine; the circular issued by The Advanced Thought Publishing Company advertising "Successful Salesmanship;" a circular issued from the Yogi Publishing Company advertising "Sex Secrets" by Robert B. Armitage, M. D. That last file is 5-J.

MR. COX: (interposing) Just one minute. For the benefit of Mr. Freeman particularly, for the benefit of the Court, I had my attention directed to a list of the various publications offered by the Yogi Publication Society, and I found amongst their list; "Private Sex Lessons of a Physician" by Dr. Reeder, to which I desire to call attention.

MR. GOULD: I will explain that when the time comes.

MR. FREEMAN: ~~I will explain that when the time comes~~

What is the date of that?

MR. GOULD: It was 1917.

MR. SUTHERLAND: It is in Department exhibit 5-F of 1917. What date did it go to the Inspector?

MR. COX: It came to the Inspector recently.

MR. GOULD: Why, it is 1917.

MR. COX: Well, it is a list that they are using for they sent it to the Inspector.

MR. NASH: Is there anything on it that tells?

MR. COX: It tells the date -- June 24 -- what is that?

INSPECTOR ANGIER: 1916.

MR. SUTHERLAND: When was it received? There is the envelop on the back of it.

MR. COX: Here is the post mark.

MR. NASH: It is post marked July 21, but the year does not show.

MR. FREEMAN: He testifies that he received it July, 26, 1916.

MR. COX: Did you testify that?

INSPECTOR ANGIER: Yes.

MR. COX: That is what I wanted. I was under the impression you had received it very much more recently. That is alright.

INSPECTOR ANGIER: File marked exhibit 5-K I received from the Yogi Publication Society under date of December 17, 1917. An order blank: "Special Offer" (Mr. Angier read from this circular: One copy of "Psychic Phenomena" and one copy "Ourselves After Death" for \$2.00, etc).

Government exhibit 5-L circular received by me on September 30, 1915 from the Yogi Publishing Company consisting of a circular letter advertising the book called "Seership";

PURSUANT TO ADJOURNMENT THE HEARING WAS RESUMED AT
 a circular advertising the book "Private Sex Lessons of a
 Physician" by Dr. David H. Reeder. The circular appearing
 on the back is sent out by the Yogi Publishing Company.
 There was another circular advertising the book "Seership";
 another circular advertising the book "Science of Sex
 Regeneration" and a circular issued by the Advanced Thought
 Publishing Company advertising "Health and Power Creation";
 a small circular by the Yogi Publishing Company advertising
 various others.

MR. COX: This is by the Advanced Thought Company, but
 it was sent out by the Yogi Company?

INSPECTOR ANGLIER: Yes.

MR. COX: Alright.

MR. SUTHERLAND: At this point we will take a recess
 until 2.30.

(Thereupon a recess was taken at 1.10 o'clock p. m.)

MR. COX: That is one of the charges of the citation.
 MR. COULD: This seems to have Advanced Thought on
 the outside, and "Yogi" inside. I was wondering if there
 was not some mistake. This has "Advanced Thought" on the
 outside, and "Yogi" on the inside.

INSPECTOR ANGLIER: But there are the two return envelopes.
 The order blank reads "From the Yogi Publishing Company"
 and the circular advertising the Magic Casino Globe and the
 book of Clairvoyance is from the Yogi Publishing Company;
 and the circular received April 23, 1918, are from the
 Yogi Publishing Company; and the return envelope and the
 envelop for the purpose of putting in the money is also
 from the Yogi Publishing Company.

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PURSUANT TO ADJOURNMENT THE HEARING WAS RESUMED AT
3.15 O'CLOCK P. M.

INSPECTOR ANGIERS: I will just continue identifying these exhibits. Numbers 5m, 5n, 5o, 5p, are circulars. I received sets of circulars to this address of M. B. Kolby, Aurora, Ill., containing circulars of books, such as mentioned above. The circulars received under the heading of 5o, advertising by the Yogi Publishing Company, of the Magic Mirror Gazing Globe and book of Clairvoyance.

MR. GOULD: What was the date of that?

INSPECTOR ANGIERS: The dates received by me was March 8, 1918. On April 23, 1918, I received from the Yogi Publication Society circulars advertising the book; "Clairvoyance" and the Magic Mirror and the Gazing Globe.

MR. COX: That is what is known as the Crystal?

INSPECTOR ANGIERS: Known as the Gazing Crystal.

MR. COX: That is one of the charges of the citation.

MR. GOULD: This seems to have "Advanced Thoughts" on the outside, and "Yogi" inside. I was wondering if there was not some mistake. This has "Advanced Thought" on the outside, and "Yogi" on the inside.

INSPECTOR ANGIERS: But there are the two return envelopes. The order blank, reads "From the Yogi Publishing Company" and the circular advertising the Magic Gazing Globe and the book of Clairvoyance is from the Yogi Publishing Company; and the circulars received April 23, 1918, are from the Yogi Publication Company; and the return envelopes and the envelop for the purpose of putting in the money is also from the Yogi Publishing Company.

One of the circulars of exhibit 5p, entitled "Gazing Globe, Magic Mirror Gazing Globe" (Inspector Angiers read this circular).

MR. COX: "Things you should know:" (Mr. Cox read the first and second pages of this circular).

"Life power through creation." I don't believe I want to read that. That don't refer to the Gazing Globe. You see, Mr. Freeman we have to have a little pleasantry as we go along.

MR. FREEMAN: Sure. Every word of that on that second page is endorsed by the Society of Psychical Research in London.

MR. GOULD: They have done everything to disprove it, but they have never been able to do it yet.

MR. NASH: Where did you get this copy?

MR. GOULD: That copy came from India.

MR. NASH: Came from India?

MR. FREEMAN: I had never read that second page that he just read, but the quotation I took from the Encyclopedia Britannica is almost word for word like it.

MR. NASH: You mean this matter was taken from some publication in India?

MR. GOULD: All; part of it, I know. We sent to India for a crystal and this came in the instruction sheet.

MR. NASH: What was the name of the firm or person to whom you sent?

MR. GOULD: Why, I cannot recall who he is. I am sure that some of it came from, let me see, wait a minute, though, I may recall it in a minute -- FOO SHANG & CO., of London England.

MR. FREEMAN: He is an authority for psychical research,

as you can see there, as well as crystals. They supply the markets in England.

MR. GOULD: There is nothing new stated in there; it is not new to anyone who has ever made any study of the subject.

MR. NASH: Well, we will postpone the argument until a little later.

Government
MR. COX: I want to offer as/exhibit number 6 the copy of the letter giving the ruling of the Solicitor of this Department on the book "Sex lessons of a physician." The file is Government exhibit number 6, and the copy of the letter is 6-A. It has already been read, here. The copy of the letter from the postmaster reads as follows:

MR. COX: The letter itself from the Solicitor to the Postmaster making that ruling is Government exhibit number 6-D, which I will not stop to read.

The letter of the Postmaster to the Solicitor asking for this ruling I will not stop to read now, but I want to offer this letter as ^{Government} exhibit 6-B.

Government exhibit 6-D is a letter written by Mr. C. P. E. M. Pratt, and reads as follows:

MR. PRATT: You recall that the test prescribed by the Court in the United States v. Bennett, and which is the test which is followed by the Department, is whether or not a book is obscene, and I am sure that it is likely to fall. Therefore, the Department accepts certain pictures appearing in art magazines as restricted circulation material. It would not accept even those pictures if they were to be placed in the hands of those whose minds might be affected by the pictures.

MR. PRATT: I can see that. As I pointed out, in this case, most of this literature goes to the hands of people that are interested in these subjects, aside from sex. Now, it will occasionally fall into the hands of others just the same as art pictures going through the mails, going to art societies and so on, in the main will go to those societies, but they always will, in certain instances, fall into other hands.

MR. COX: I might state, in passing, that that sentence: "This book is printed for the use of physicians and married people, and is not intended for general circulation"--well, I will not say what governed the Solicitor, but that was one of the things that he took into consideration in making the ruling that he did, though, there is no objection to a rule that is perfectly evident.

MR. FREEMAN: Well, that may be true, and while Mr. Pratt may have used that language I assume that the Postmaster General is not authorized to say that a book is not obscene going through the mails to one class of persons and is obscene going through the mails to another class of persons.

MR. SUTHERLAND: You recall that the test prescribed by the Court in the United States vs. Bennett, and which is the test which is followed by the Department, is whether or not lewd, obscene, and lascivious matter is calculated to corrupt the morals of those into whose hands it is likely to fall. Therefore, the Department accepts certain pictures appearing in art magazines of restricted circulation that it would not accept were those pictures to fall into the hands of those whose morals might be affected by the picture.

MR. FREEMAN: I can see that. As I pointed out, in this case, most of this literature goes to the hands of people that are interested in these subjects, aside from sex. Now, it will occasionally fall into the hands of others just the same as art pictures going through the mails, going to art societies and so on, in the main will go to those societies, but they always will, in certain instances, fall into other hands.

MR. SUTHERLAND: That remains to be seen, whether this concern does make any effort at all to restrict its circulation, or whether it sells it indiscriminately to the public without making any inquiry.

MR. COX: Yes. I call attention to that fact. Of course things obscene are obscene. That is a thing none of us try to get away from.

MR. GOULD: That letter MR. Pratt wrote to the Department I did not know anything at all about at the time. Mr. Pratt and myself went down to see Mr. Campbell. It was Mr. Pratt's original intention to come down to Washington but Mr. Campbell told him that he could take this matter up with Washington direct for him and while I was there he said: "Here is the book," and Mr. Campbell must have gotten in touch with Mr. Pratt after that and told him to merely write up something, and I suppose he would submit the letter down for him, I do not know.

MR. COX: He wanted it in form to present to the Solicitor.

MR. GOULD: I did not see the letter and did not know there was any distinction made between married people and others.

MR. SUTHERLAND: I do not know, but I suppose Mr. Pratt simply takes the statement from the book itself. The book so states.

MR. GOULD: It is on the circular too. It states here on the circular: "For the profession and for married men and women."

MR. COX: What is the next one? I hand you a file and ask you to say what it is and where you obtained it.

INSPECTOR ANGIERS: This is a file consisting of a test case conducted by me under the name of G. G. Arnold, Charlestown, ILL.

MR. COX: What does it contain? Have you made a synopsis there on the envelop which would save us time?

INSPECTOR ANGIERS: Yes.

MR. COX: And the exhibits themselves will ^{more} fully show.

INSPECTOR ANGIERS: On September 19, 1917, I wrote for the description and prices of Gazing Globes. Reply was received on --

MR. COX: (interposing) Whom did you write to?

INSPECTOR ANGIERS: To the Advanced Thought ^{Publishing} Company.

This letter dated December 29, 1917, from the Yogi Publishing Company states they are enclosing circular of our crystal. On October 7, 1917 I wrote to the Yogi Publishing Company stating I wanted a good Gazing Globe so I could see what was going on in France, and wanted to know if the cheaper one was good as the higher priced ones. Reply dated October 18, 1917 says --

MR. COX: From whom?

INSPECTOR ANGIERS: Yogi Publishing Company. States that the largest crystal we can supply is three and one-half inches, the price of which is \$5.00. Smaller globes has proved very satisfactory. I did not order any globe at that time. On December 31, 1917 circulars were received. I better get that out I guess and (consulting papers).

MR. COX: I do not think you want to take the trouble of marking all these different exhibits. I can get them all in here in one envelop and you gentlemen can look them over if you want to. I might put that test case, though, I

guess. It is Government exhibit 7, I reckon, is it not?

INSPECTOR ANGLIER: Government exhibit 7-A is the copy of the test letter sent the Advanced Thought Publishing Company under date of September 19, 1917, and speaks about Gazing Globes. Government exhibit 7-B is the reply enclosing the circular of the Gazing Globe from the Yogi Publishing Society.

MR. GOULD: You say the letter was sent to the Advanced Thought Company?

INSPECTOR ANGLIER: The original request was sent to the Advanced Thought Publishing Company, 158 North Avenue.

MR. GOULD: I cannot understand why it would be attended to by the other company.

INSPECTOR ANGLIER: And ~~the other and~~ the reply came from the Yogi Publication Society acknowledging receipt of my letter and enclosing circular of their crystal which they thought I would be well satisfied with.

MR. GOULD: That was when I was running both businesses. My youngster was sick.

MR. COX: You will tell about that?

MR. FREEMAN: You will find all that in 1917. That will be perfectly explained.

INSPECTOR ANGLIER: 7-B is a copy of a letter written to the Yogi Publishing Company under date of October 11, 1917 reading as follows: (Mr. Angiers read the letter).

MR. FREEMAN: You ought to have seen that that was a test letter.

MR. GOULD: We don't see those letters. A girl opens them.

MR. COX: You see, you were finding fault with us a while ago, but now I am showing you.

INSPECTOR ANGIERS: Government exhibit 7-B is a letter from the Yogi Publication Society reading as follows:

"Largest crystal we can supply is three and one-half inches. Price \$5.00. Smaller globes have proved very satisfactory. Very truly yours, Yogi Publishing Society."

Government exhibit number 7-B is circulars received from the Advanced Thought Publishing Company inclosed address, advertising books: "Our Soul After Death" and various other books which I shall not take time to read.

Government exhibit number 7-F is circulars received to that address from the Advanced Thought Company advertising the books: "Friend of Sex Regeneration" and other books which we have heretofore mentioned.

Government exhibit number 7-G is circulars received to that address from the Advanced Thought Publishing Company advertising the same line of books which we have already mentioned.

Government exhibit 7-H is circulars received to this address from the Advanced Thought Publishing Company advertising the same line of books heretofore mentioned.

Government exhibit 7-I is circulars received from the Advanced Thought Publishing Company advertising ~~books~~ the Magic Mirror Gazing Globe, Clairvoyance, and containing the same circulars which were received heretofore from the Yogi Publishing Company.

MR. FREEMAN: The same circular on the Gazing Globes?

INSPECTOR ANGIERS: The same circular on the Gazing Globe.

Government exhibit 7-J is other circulars received to this address from the Advanced Thought Publishing Company containing lists of the books that we have mentioned before.

Government exhibit 7-K is circulars received to this address from the Advanced Thought Company advertising these books: "How to stay young," by Dr. Robert B. Armitage; the special offer, the Great Doctrine of Rosicrucian.

MR. FREEMAN: Let me understand, these are all just follow up circulars sent unsolicited. They just kept on sending these without further letters.

MR. GOULD: There would be four or five follow-up letters

INSPECTOR ANGLIER: Government exhibit 7-L is circulars received to this address from the Advanced Thought Publishing Company advertising: "Sex Force;" and other publications.

Government exhibit 7-M are circulars received at this address from the Advanced Thought Publishing Company, advertising among other things, a new book, An Important New Book of Astrology by Professor A. N. Steward, entitled "The Zodiac and its history," on the reverse side of which is advertised "The Astrologer's Planetary Hour Indicator" for sale by the Advanced Thought Publishing Company. Also circulars advertising the books: "Sex Advice to Women," by Dr. Armitage; "How To Develop A Master Mind," author not given; and other books along that line.

MR. COX: Reading from Government exhibit 7-M, "An Important New Book On Astrology by Professor A. F. Steward"-- (Mr. Cox read the whole of the title page and the second page and part of the third page, down to the words "opposing forces") Well, now, I don't know now, about that, but doesn't that sound foolish?

MR. FREEMAN: I will say right now regarding that Planitery Hour Indicator that they did not sell two a month. If you want it cut out and the literature cut out, we will cut it out right now.

MR. COX: This just shows the representations --

MR. FREEMAN: I know, but that does not mean \$2.00 a month

MR. COX: Well, then, I will not read anything more about it, stuff as foolish as that.

INSPECTOR ANGIERS: Government exhibit 7-N is a copy of a letter written to the Advanced Thought Publishing Company under date of September 10, 1918 reading as follows: (Mr. Angiers read this letter which was a second request for the Gazing Globe.)

In reply to that I received the Planitery Hour Indicator which will be marked 7-O

MR. FREEMAN: I ~~just~~ guess you sold Angiers the only one you ever sold.

MR. COX: Oh, no, he says he sold two a week.

INSPECTOR ANGIERS: And also a letter which will be marked Government exhibit 7-P reading as follows, from the Advanced Thought Publishing Company under date of December 16, 1918: (Mr. Angiers read the letter.)

Government exhibit number 7-Q will be a copy of the letter to the Advanced Thought Company under date of December 28, 1918, reading as follows: (Mr. Angiers read the letter which was another request for the Gazing Globe).

MR. COX: Do you recognize any of that test stuff?

MR. GOULD: I will say I suppose the girl answers all stuff; I do not see it. I do not see hardly any of the letters, you know, and they just merely fill the orders.

I told them to never make any representation, to never guarantee anything will do any certain thing, but to just fill the orders. One good thing about it, because we know that if the recipient is not satisfied he can get his money back.

MR. NASH: Don't you think you ought to give a little more personal attention to your business ~~xxxxx~~ than to leave it to your girls to fill these orders?

MR. GOULD: How can any man run/^{ning}a business give the attention to the orders? You could not expect any firm to do it; they do not do it; they give it over to the employees to do.

MR. FREEMAN: Well, you should have all the girls instructed that when there is any question, in a letter like that, to bring it to you.

MR. GOULD: Yes, I do do it. I try to make everything as easy for myself as I can, but I always tell them anything they are in doubt about they should bring to me.

INSPECTOR ANGIERS: Government exhibit 7-R is the package I received by mail from the Advanced Thought Publishing Company containing one of the Crystal Gazing Globes and special directions, or circular, stating how to see in the Crystal -- practically instructions for Crystal gazing.

MR. NASH: Does that go out with it? That goes out with the Crystal.

MR. COX: It is a folder going along in the package, I guess, I do not know how to look into it (looking at the Crystal).

MR. GOULD: Well, I have seen people that could actually see -- that is apparently.

MR. NASH: Some people do not need any crystals to see.

MR. GOULD: No, that is true.

INSPECTOR ANGIERS: Government exhibit 7-S is a file of circular matter received from the Advanced Thought Publishing Company, advertising certain books, one of the circulars being: Special Ten Day Offer. \$1.00 for only \$3.00. One Copy "The Secret Doctrine of the Rosicrucians" Regular Price \$2.00, and one copy "How to Stay Young" regular price \$2.00. Both for \$3.00. If order is sent within 10 days after the receipt of this notice. After this regular prices" also circular advertising the book: "Secret Doctrine of the Rosicrucians" by Mangus Incognitus.

MR. COX: Who is he? That sounds like "The Old Unknown." "Incognitus" means "Unknown".

MR. NASH: Mr. Gould, this is a piece of manufactured glass, is it not?

MR. GOULD: Yes. I went in a store in a Japanese store and there they charge you \$8.00 for a crystal that looks exactly like that.

MR. NASH: What is there that is different? In what way does this differ in any way from glass?

MR. GOULD: Well, now, that is something --

MR. FREEMAN: I think you have a misconception, Mr. Nash. All crystals used by the Crystal Gazes in all these experiments and so on are practically all glass.

MR. NASH: Is that true, Mr. Gould?

MR. GOULD: Now, I cannot say that, but that is what they call a crystal. You send to France, you send to India, you send to England and you will get one that looks just like that.

MR. NASH: It is your conception of a crystal that

is supposed to have power to enable the person looking into it to see things? Is that, in your opinion, merely a piece of glass like this?

MR. GOULD: Well, as far as I know, yes. But the idea of it is that it is just like you take a book on Memory or Successful Salesmanship. If you study this book you are going to learn something about it. You study that crystal with a book on Crystal Gazing and you will learn something about crystal gazing.

MR. FREEMAN: Now, I think I can explain that. I am sorry you lost that book. We had a book out of the Public Library by Andrew Lang, and you will find them up here; the crystals used in the Society of Psychical Research, the crystals used in experiments on these matters are of pure glass, that crystal glass -- probably you have got one here in your library somewhere -- of very fine glass. Now, all sorts of things have been used by different nations and different tribes. The original crystals were polished stone, polished rock, any shining, as they described it, any polished reflective glittering surface would have been crystal. The round glass crystals adopted is the most convenient and apparently the most effective means. Certain savage tribes used a drop of blood originally. In Greek times they described the Crystal Gazing as being done in ~~xx~~ a palucid spring; but any shining reflective surface -- there are crystal globes that are black, that are made of some blackish ^{kind of} stone, but the great majority of the crystals that are used for crystal gazing are a fine piece of glass workmanship. What we call crystals, as I understand it is pure glass. It is the shape of the thing and lighting.

The original suggestion from the little specks of light. He compares it with what he calls the Hypnotogenic Illusions a man gets in a partial state of ^{little} coma, when he falls asleep, when ^{little} specks pass before his eyes, which eventually develop into visions and the reflections in the glass he thinks may be the starting point ~~of~~ from which these suggestions in the mind are brought about. Different combinations of coloring that appear in looking in the crystal. A crystal is literally any polished reflective surface, glass, stone, water, or anything else.

MR. NASH: There is no claim made that these crystals that you sell are, any of them other than *polished* walls of glass?

MR. GOULD: Well, it does not state what they are. It just merely stated "crystals".

MR. NASH: But I mean to say you, yourself, do not claim - now, you do say that they are anything but that thing you actually furnish?

MR. GOULD: Yes.

MR. NASH: Alright. Now, the point in my mind is, just what you intended to represent these to be.

MR. FREEMAN: We might get it right here -- we might get it. What do those actually cost to manufacture?

MR. GOULD: Well, of course, we do not manufacture them, but we pay anywhere from about, I think, from about 75 cents to \$1.25, depending upon the quantity we buy.

MR. COX: A piece?

MR. GOULD: Those are, very difficult to make, it is very very hard, you know, to make a good crystal, because they get -- I do not know -- there is an awful lot of spoilage in it.

MR. FREEMAN: They have a few crystals, as I say, in the Art Institute in Chicago that are supposed to be worth \$50,000. They are nothing but a very fine, beautiful piece of glass.

MR. COX: Are they glass? They are not glass are they?

MR. FREEMAN: Certainly they are glass.

MR. GOULD: I think the chances are, that they are different. I think the chances are, they are the same kind of cut stuff -- I do not know just what they are.

MR. FREEMAN: Those things in the Institute are a beautiful piece of glass, like the lens in a telescope.

MR. NASH: I think it would be very enlightening, Mr. Freeman, this proposition of what these crystals are, if either Mr. Gould or yourself could give us some authority just what is meant by "crystals", whether this glass answers the description. You speak as though you had consulted some authorities on the subject.

MR. FREEMAN: Yes. Well, now, the book I read was doubtless read on the train.

MR. GOULD: I think the chances are it was.

MR. FREEMAN: What is the name of that book?

MR. GOULD: That was Crystal Gazing by De Laurence.

MR. FREEMAN: The book I mean has a preface by Andrew Lang.

MR. GOULD: Not by De Laurence, I did not mean De Laurence.

MR. FREEMAN: It is likely -- I had the book with me -- Mr. Gould read it and it is likely he left it on the train. He tells what crystals are, and what they use. The name of the book is "Crystal Gazing" by Professor Northcote, with

an introduction by Andrew Lang. Really, the valuable part of the book is the introduction by Mr. Lang.

MR. GOULD: (Speaking to Mr. Sutherland who had the crystal in his hand) You take that and polish it up and you will find that it is a very good piece of what we call crystal. You will find that that is not, of course, now you see when you get your hand on it and handle it, it smears it over just like a piece of glass. When you take a silk handkerchief and polish that up ^{you will find} it is a very good crystal.

MR. FREEMAN: They speak of gazing into glass all the time.

MR. GOULD: You send to the writer of this book and he will charge you about \$3.00 for that same thing.

MR. NASH: What did you charge for it?

MR. GOULD: Well, now, singly they are \$2.50. We try to sell them the book. Personally I do not think they are worth \$2.50 and that is the reason we try to sell them the book and we practically only get \$1.00.

MR. SUTHERLAND: Well there are all kinds of imperfections in this thing. It is all full of streaks, and everything else.

MR. NASH: Maybe you are seeing things, Judge.

MR. SUTHERLAND: No, I am not.

MR. GOULD: To get a really fine one, probably you would have to pay a great deal of money for it, but these are considered a very good specimen of the crystals.

MR. FREEMAN: Especially, when you consider, Mr. Sutherland, that the original crystal gazing was done in a drop of blood, or drop of ink, or pool of water, they are a ~~great~~ good deal advanced and developed. If you were going to get what you would consider a beautiful crystal you would probably have to pay as much as \$500.00 for it.

MR. SUTHERLAND: I wonder under what representations they sold those drops of blood through the mails?

MR. FREEMAN: They did not sell them through the mails. Those were simply used.

MR. SUTHERLAND: This 7-R is a set of directions included with the crystal?

MR. NASH: Yes sir. So I understand.

MR. COX: I offer as Government exhibit "Astrology, The Zodiac and its History," by Professor A. F. Steward.

Where did you get that book?

INSPECTOR ANGIERS: That book was given to me by Mr. Gould on the 28th day of January, 1919.

MR. COX: Is this book sent through the mails?

INSPECTOR ANGIERS: That particular copy was not sent through the mails. The advertising of it was sent through the mails, but that particular one was just handed to me.

MR. FREEMAN: The record will show that that book is sent through the mails if anybody writes in and asks that it be sent to them.

MR. GOULD: It is evident that that is not published by us.

MR. COX: No, but you have your advertisement in the back of it, your business.

MR. GOULD: No, we have no adds in it. They are all of Steward's.

MR. COX: They are all of Steward's, yes, but what about the astrologers' Planetary Hour indicator?

MR. GOULD: You will find that that is so.

MR. COX: How about "Private Sex Lessons of a Physician"?

MR. GOULD: You will find that our name did not appear on it at all. All this is printed by him.

MR. COX: When does it say he gets this book of : "Private Sex Lessons"?

MR. GOULD: He buys them from us, but he publishes that book, and we sent out some circulars last December, not knowing there was any question about the Hour Indicator or the Book, because he was selling them.

MR. COX: What is this "Sex Force," that book you handed the Inspector, is that on the same line as "Sex Lessons?"

MR. GOULD: No, it does not take up really anything I suppose which would go into Sex Lessons at all.

MR. COX: Who is the author of this?

MR. GOULD: Why, I do not care to do so, because he does not want me to do so.

MR. COX: Is this author an authority on the subject?

MR. GOULD: Why, apparently he is. He is a man that ought to know as much about it as anybody.

MR. COX: What is the objection to stating the author's name?

MR. GOULD: Why, I do not know. He does not wish to be known. That is the only thing -- like lots of other men -- they write and for reasons of their own they do not give their own name and write in the newspapers and everything like that.

MR. COX: Well, I do not know exactly what application it has, what connection it has with the other books, the Lessons on Sex, I have not examined them.

MR. FREEMAN: Well, I have not either, because it was not in the citation. I do not know what is in it.

MR. COX: Probably we will not offer that. I hand you a file and ask you what it is and where you got it.

INSPECTOR ANGIER: This file consists of circular matter submitted to me on January 28, 1919, by Mr. Gould, consisting of several circulars, one being about the Magic Mirror Gazing Globes, another directions how to see in the crystal, another regarding the Astrologers Planetary Hour Indicator, another about a book on the Mind, How to Develop the Master Mind, another being a special Christmas offer giving a list of a large number of books, including

the book: "Private Sex Lessons of a Physician." Now, the last one I mentioned is not submitted by Mr. Gould; and a copy of the magazine published by Mr. Gould called: "The Advanced Thought." The other two circulars were submitted to me by Mrs Gould, one being a list containing the names of a number of books, including "The Private Sex Lessons Of A Physician" by Dr. Reeder, and a catalogue of books, comprising Yogi Philosophy, submitted on the same date by Mrs Gould.

MR. COX: I offer the whole file as Government exhibit number 9.

MR. SUTHERLAND: We better adjourn at this point. We will adjourn to 10.30 o'clock tomorrow morning.

(Thereupon at 4.30 o'clock p. m. the hearing was adjourned.)

Pursuant to adjournment, the hearing was resumed at 10.45 o'clock a.m., April 5, 1919.

Mr. Nash. Mr. Angier, I hand you an envelope marked "Complaint of Deputy Postmaster General, Ottawa, Canada," and ask you to describe where you obtained it and what it contains. (Mr. Nash read the letter).

Inspector Angier. This is a complaint that came to me in the regular course of business from the office of the Chief Inspector, the same being a complaint from the Deputy Postmaster General, Ottawa, Canada, regarding literature sent out by the Advanced ^{Thought} ~~Cox~~ Publishing Company and the Yogi Publishing Company, Chicago, Illinois.

Mr. Nash. I desire to offer this as Government Exhibit Ten. This complaint is submitted through the Post Office with July Department of Canada in a letter dated ~~August 12~~ 6th. (Mr. Nash read the letter) Mr. Gould informed me that the business

The literature enclosed consists of, among other things, the price lists of the Yogi Publication Society which has heretofore, I understand, been submitted in evidence; an order blank to the Advanced ^{Thought} ~~Cox~~ Publishing Company; an advertisement of the magazine "Advanced Thought" published by the Advanced Thought Publishing Company; and a pamphlet upon clairvoyance and occult powers, by the Yogi Publication Society of Chicago, Illinois.

I hand you another envelope, Mr. Angier, marked "Complaint of Robert E. Pfeifer," and ask you to state where you obtained that. of Fairmont, West Virginia, and that they

Inspector Angier. This is a complaint which came to me through the regular course of business, being the complaint

of Robert E. Pfeifer, Columbus, Ohio, with which he submits circulars issued by the Yogi Publishing Company of Chicago Illinois.

Mr. Nash. It will be marked Government Exhibit No. 11. The letter from Pfeifer is dated Columbus, Ohio, January 3, 1918, addressed to the Inspector in Charge at Chicago, and reads as follows: (Mr. Nash read the letter).

Mr. Angier, in the investigation of this case, did you interview Mr. Gould?

Inspector Angier. I did, yes sir.

Mr. Nash. When?

Inspector Angier. On January 28, 1919.

Mr. Nash. Where?

Inspector Angier. At his office in the Masonic Temple.

Mr. Nash. Will you state in substance the questions and answers in that interview?

Inspector Angier. Mr. Gould informed me that the business was not incorporated; that he was the sole owner; that it had been in existence for 12 years; that he employed about 12 clerks and he was receiving about 100 letters a day; that his gross ^{monthly} receipts were between \$3,000 and \$4,000; that he sold between 200 and 300 Reeder's books a month and that he received about 2 orders a week for the medicine, which was usually the Re-new-u tablets; he stated the books did not tell how to prevent conception, but did attempt to tell how to determine the sex of an unborn child.

Regarding the gazing globes, he stated he bought these from Robert Temple of Fairmont, West Virginia, and that they were glass and were not crystals. I asked him if he ever saw anything in the crystals. He stated he never saw anything.

Mr. Freeman. Do you know what the definition of crystal is?

Inspector Angier. I was just stating what he told me.

Mr. Freeman. I looked it up myself in the dictionary last night. It is a piece of clear glass.

Mr. Nash. Of which there are different kinds.

Mr. Freeman. There are many crystals. The instructions on how to see in a crystal was printed by him as he thought as a reproduction of some English directions that he had found.

Mr. Southerland. English or Indian?

Mr. Freeman. English.

Mr. Gould. That is the directions -- that is, we spoke of India about what was in that circular yesterday, but I do not want you to mix the two up.

Inspector Angier. Regarding the planetary hour indicator, he stated he did not know anything about it. A seer got up the circular and he printed it; and that he sells not over ten a month; and about 100 copies of the Zodiac book "Zodiac Mysteries" a month. I asked him who was Magnus Incognito, one of the authors of the "Secret Doctrines of the Rauscrucians," but he declined to tell me. He also declined to tell me who published the book "Sex Force". He also states that he runs a magazine called "The New Thought Magazine" and that he has about 4,000 subscriptions; that he advertises in several magazines, frequently in the "Nautilus" and in the "Physical Culture" and other publications.

Mr. Southerland. Have you got a sample of that magazine?

Inspector Angier. Yes.

Mr. Freeman. I have got it here.

Mr. Southerland. I have not seen it introduced here yet.

Inspector Angier. We introduced it.

Mr. Freeman. I do not think, Judge, that there is anything in it that applies to this line either.

Mr. Nash. This is it. It belongs in Exhibit No. 9. You have a copy of it.

Mr. Southerland. I want to see that too. It belongs in Exhibit 9?

Mr. Nash.

Inspector Angier. Yes; and this is a copy of one of the advertisements from the same exhibit. In referring to the book of the Rauscrucians, I suppose you meant he would not tell you who published it?

Inspector Angier. I wanted to know who Magnitius Incognito was. I also wanted him to tell me who this famous Hindu was this Yogi Ramacharaka, and he stated that there was no such person; that there were several books under that name and that several were written by friends of his.

Mr. Southerland? By whom?

Inspector Angier. By friends of his, several friends of his.

Mr. Gould. I said, not "friends," but the work of several.

Mr. Nash. There is no such person as that known?

Mr. Gould. No, not pretended.

Mr. Nash. Well, we can take your testimony on that, Mr. Gould.

Inspector Angier. I also had an interview on the same date with Mrs. Arthur Gould. I do not know whether you would like me to go into that or not.

Mr. Nash. Of the same date?

Inspector Angier. Same date.

Mr. Nash. Same place?

Inspector Angier. No.

Mr. Nash. In her office?

Inspector Angier. In her office. Mrs. Gould stated that the Yogi Publishing Company was not incorporated, but had been in existence about 16 years; that it was founded by William Walker Atkinson, and that she had been in business, formerly working for a man named Sidney Plower, from New York and Chicago, and who had been put out of business by the Government; that she received about 15 letters a day.

Mr. Southerland. I do not understand who Atkinson was working for,

Inspector Angier. She had been working for Plower and then Atkinson started the Yogi Publication Society and then she went to work for Atkinson.

Mr. Southerland. And finally bought out the business?

Inspector Angier. But it was the same business Mr. Plower had. She was explaining to me how she got into the business.

Mr. Southerland. She finally bought the business from Atkinson?

Inspector Angier. She finally bought the business from ~~Angier~~ Atkinson, yes.

Mr. Southerland. I notice Atkinson is the editor of the Advanced Thought Magazine.

Inspector Angier. Atkinson is now editor of the Advanced Thought Magazine, and works for Mr. Gould.

Mrs. Gould does not advertise, but does circularize, and the gross amount of her business will be between \$4,00 and \$5,000 a year.

Mr. Southerland. Gross?

Inspector Angier. Gross, yes sir. She stated, regarding Reeder's circulars, that they were printed by the Advanced Thought Publishing Company, and that Mrs. Gould was running her business, the Yogi Publishing Company, from May, 1916, to October, 1918; that during that time her child was sick. He had a ^{weak} heart, and that she had not sold over 200 books of "Private Sex Lessons of a Physician." He stated she was running one other company, called the James J. Clark Company carrying a line of ^{toilet} private preparations, which she conducted at her home. That is the substance of the interviews up there.

Mr. Nash. Any other facts, Mr. Angier, that you discovered in your investigations that are material to this hearing?

Inspector Angier. I do not recall anything.

Mr. Nash. You may take the witness.

CROSS EXAMINATION.

Questions by Mr. Freeman.

Q. Did you make any investigation or inquiry, Mr. Angier, about the matter of refunds in those cases where people wrote saying they were not satisfied?

Inspector Angier. Yes.

Q. What about it?

Inspector Angier. Yes, I should have taken that up.

Mr. Nash. Do you want that taken up in detail?

Mr. Gould. Why, no.

Mr. Nash. Do you want him to go into it and explain it?

Mr. Freeman. Not in detail. He can just summarize it.

Inspector Angier. There have been a number of complaints, not a very great number of complaints, against this Company

for failure to fill orders, or some complaint regarding what was sent, and I have taken these up with Mr. Gould, and he has adjusted the complaint in each instance.

Mr. Freeman. Now, up there in the business of the Yogi Publishing Company, did you get one of these catalogues?

Inspector Angier. I did.

Q. There is nothing in that catalogue advertising any of the articles mentioned in this citation, is there, Mr. Angier?

Mr. Nash. We will take your say-so for it, Mr. Freeman. If you say there is not, it is not necessary for you to examine him on that point.

Inspector Angier.

~~Mr. Freeman.~~ I do not know. I will say that the Yogi does get out a list.

Mr. Freeman. A price list?,

Inspector Angier. Yes. A list of books, in which they do advertise Dr. Reeder's books.

Mr. Freeman. But in that price list there is no advertisement as to the books, as to its giving any information about preventing conception. The price list says nothing about what the book is, it just mentions the book, and the price.

Mr. Nash. Of course, the name of the book may in itself be misleading, too.

Mr. Freeman. What?

Mr. Nash. Of course, it is an arguable question as to whether or not the title of the book itself may not be a misrepresentation.

Mr. Freeman. "Sex Lessons of a Physician"?

Mr. Nash. Yes.

Mr. Freeman. Well, if that is the case, you could cut out of the mails every book on sex that is being published.

Mr. Southerland. Of course, the scheme of the business as developed here seems to be that upon the receipt of an inquiry these follow-up letters are sent, and in the course of these follow-up letters there is contained this leaflet advertising this book, and in that leaflet these representations are made.

Mr. Freeman. You mean as to the Yogi?

Mr. Southerland. No, as to the Sex Lessons.

Mr. Freeman. The Advanced Thought Publishing Company advertises the book "Sex Lessons of a Physician". I am merely, in my answer, attempting to show that at the present time, at least, the Yogi Publishing Company does not advertise the books. It has them listed in a price list, merely the title and the price against it.

Mr. Southerland. I did not mean to say that if somebody writes in to the Yogi Publishing Company to order a book on crystal gazing that they do not, as a result of that order, get a series of four or five follow-up letters, among which are contained advertisements in the form of a circular advertising this "Sex Lessons of a Physician."

Mr. Freeman. I mean to say that, I am informed as to the Yogi, that there is no literature of the kind printed now. I will let Mr. Gould explain that. As Mr. Angier said, there was a time when Mrs. Gould was sick, and you will notice that these circulars come within that time when he was running her business, and then he did have some literature printed, but I mean to say that there is no printed -- and she is not in possession -- of literature of the Yogi Publishing Company advertising these books now. I think my answer sets

it out about as it is .

Mr. Nash. Of course, you have in mind Government Exhibit No. 11, in which Pfeifer submits --

Mr. Freeman. That was January 1, 1918.

Mr. Nash. That was January 3d, 1918.

Mr. Freeman. Yes, and that book was received in 1917, and it was at or about that time, or not far from that time, that Mrs. Gould ceased running that business, and I have no doubt that some of those circulars were left there.

Mr. Nash. Well, the time is about January 1st.

Mr. Freeman. It was the very first of the year, January 3d was the date the letter came to the Post Office Department.

Mr. Nash. That may be true.

Mr. Freeman. But, I think, better than my statement in the matter is the affidavit of Mrs. Gould. I went there to her place and looked over her advertising and her literature and there was not a word that I found -- there may have been a price-list, a Yogi/list of books. I did not examine every book. Whether or not it is still there, the price list is still there -- but I would rather have Mr. Gould, who of course knows a great deal more about it than I do, explain the circumstances of the times that he had to take over the management of the two businesses on account of his wife being away. Will you just tell them about that, Mr. Gould?

Mr. Nash. Are you through with the Inspector?

Mr. Freeman. I do not know that there is anything I want to examine him on, unless there is something you want me to develop through him.

Mr. Southerland. I was just going to ask you if you brought any photographs of the interior of these offices

to show us what they were like?

Mr. Freeman. No.

Mr. Southerland. Well, will you develop from the Inspector whether he visited the office and what he found there, just what the office would be like.

Mr. Freeman. Well, will you please describe, taking first the Advanced Thought Publishing Company, the lay-out, the situation of the office and the books on display, how they are conducting the business, and so forth?

Inspector Angier. The office of the Advanced Thought Publishing Company, I think, is 904 Masonic Temple. They have a room which I should judge would be about twice the size of this room.

Mr. Gould. It contains 1400 square feet.

Inspector Angier. Mr. Gould says it contains 1400 square feet. You go through the door and you find a counter with a glass case on it, as I recall it, containing books. I did not stop to examine them. I went right back to Mr. Gould's office, which is in the back of the room. He has, as he stated, twelve clerks sitting at desks, probably some of them typewriting, at least writing. Mr. Atkinson had a desk there. I proceeded to the back of the room and had my interview with Mr. Gould and did not pay particular attention to exactly what was going on in front. I did not see anybody in front buying books.

Mr. Southerland. How long were you in there, Mr. Angier?

Inspector Angier. I was in there I should say half an hour or three-quarters of an hour.

Mr. Southerland. How many times were you in there?

Inspector Angier. I was in there twice.

Mr. Southerland. How long were you there the second time?

Inspector Angier. And the second time I was in there, I should judge, 15 minutes. I forgot ^{a question} ~~to mention that~~ the first time I went over to see Mr. Gould, and so I had to go back and see him a second time.

Mr. Southerland. Did you see anybody purchasing books at the counter at any time you were there?

Inspector Angier. I did not see anybody purchasing books. There was a boy in there who looked as though he might be preparing books for shipment, but I did not notice any people purchasing books. Then I went to the Yogi Publishing Company.^x

Mr. Southerland. Well, now, before you get away from this establishment, what did you find there that was offered for sale on the counter? Did it appear that any local business was being done, or what did they have to offer for sale?

Inspector Angier. As I recall going in, there is a counter with a case on top, as I recall now, something ~~you~~ like you would see in a jewelry shop, but I am not positive about that.

Mr. Gould. I have a table about like this, and it is full of Yogi books.

Mr. Freeman. Of course, Mr. Angier said he went right back to the office and did not know much what was in the front of the store.

Inspector Angier. I did not see anybody in there purchasing books. If they came there, I did not see them.

Mr. Southerland. Did it impress you as a mail order establishment, or a local book selling establishment?

Inspector Angier. It impressed me as a mail order establishment.

Mr. Southerland. ~~But~~ Well, now, get along to the next establishment; let's see what they have.

Inspector Angier. The Yogi Publishing Company -- I recall that better as to the selling room, for the reason that that was as far as I got. I met Mrs. Gould in the outer office.

Mr. Southerland. Where was this located?

Inspector Angier. That is on the 14th floor.

Mr. Gould. Fourteen twenty-two.

Inspector Angier. 1422.

Mr. Southerland. In the same building?

Inspector Angier. In the same building. She has a room

not over one-quarter, not over half as big as Mr. Gould's ; one main room, waiting room, and two small offices off of that. In the waiting room is a table and upon the table she has exhibited perhaps between 30 and 50 books so that a person

coming in there could see these books and examine them and purchase them. She also had a crystal on the table.

Mr. Southerland. One like you offered in evidence here?

Inspector Angier. One like we have offered here in evidence. During the time that I was in there, about half an hour, ~~in~~ no one came in to purchase books, but a young man did come in and left an order for a couple of books to be sent out to some concern, which, I assumed, was buying the books to send out on orders received by them, but no one came in to purchase a book like you would purchase a book in a book store.

Mr. Freeman. Mr. Angier, in the Advanced Thought Publishing Company, I believe you said you did not stop to look

at the books but went right back to see Mr. Gould.

Inspector Angier. Yes, I walked right through to see him.

Mr. Freeman. The book table there, on which the books are displayed, extends across the entire front of the office, from the door clear across to the window.

Inspector Angier. Well, there may be a table -- I think there is a table there, but just how many books is on it I do not know.

Mr. Freeman. On that table are displayed two or three hundred books, are there not?

Inspector Angier. I did not see them.

Mr. Freeman. Did you make an investigation to find out whether or not these books are sold to such concerns as Brentano's in Washington, Marshall Field, Ballentine, Loder milk, all the leading book stores in the country?

Inspector Angier. No, I did not investigate that.

Mr. Freeman. Did you notice this book on the table ~~the book~~ "Experience" by Ralph Waldo Emerson?

Inspector Angier. No, he did not undertake to show me anything that he was selling. He did not ask me to go through and see what he was selling.

Mr. Freeman. Now is there anything else that the Court would like to have me ask him?

Mr. Southerland. I think that is all, Mr. Freeman. Suppose you go right ahead and develop your case in your own way, whatever you want to.

Mr. Nash. Are you through with Mr. Angier?

Mr. Freeman. Yes, of course if anything comes up in the testimony you will let me interrogate him.

Mr. Nash. That is all of the Government's case.

THE RESPONDENT'S CASE.

Mr. Freeman. The Yogi Publication Society, which is evidently the business referred to on the memorandum, is run and managed and owned by Mrs. Ollie Gould, his wife, and he has no financial interest whatever in that business. It was run and owned by Mrs. Gould, ~~his wife~~ prior to the date of their marriage. She still continues that business as an entirely separate and independent enterprise, in which he has no pecuniary interest, no control in its management. However, it seems probable that the Yogi Company must have been included in the memorandum through inadvertance. She never advertises or makes any business of selling any of the publications or articles complained of in the memorandum.

(Mr. Freeman read from the answer).

Mr. Nash. I beg your pardon for interrupting you, but you do not mean to say that the Yogi Publishing Company does not advertise crystals?

Mr. Freeman. Yes, does not now advertise crystals. However, if an unsolicited order comes from some one seeking the crystals, or for one of the above-mentioned books, of course the order is filled as a matter of accommodation to the customer.

Mr. Nash. They have, as a matter of fact advertised crystals in the past?

Mr. Freeman. At the time Mr. Gould was running that business in his wife's absence he apparently got out literature including some of his own.

Mr. Gould. I see they have this crystal on the price list?

Mr. Freeman. Is it on the price list?

Mr. Gould. Yes.

Mr. Cox. Your contention is that during this period when the child of these people was sick, that Gould himself, under the name of the Yogi Publishing Company, circulated literature offering crystals and various things, but since that time, that the Yogi Publishing Company, conducted by Mrs. Gould, has not advertised them. That is your proposition, is it?

Mr. Freeman. Yes sir.

Mr. Gould. I think it should be changed a little.

Mr. Freeman. I want Mr. Gould to tell you that, because Mr. Gould knows the facts better than I do, and is in a better position to explain the matter.

Mr. Cox. That, I understand, to be your position?

Mr. Freeman. That is our position, Mr. Cox.

Mr. Gould. They have it listed in the price list. It ought to be changed. I think that Mrs. Gould must have forgotten that that was there on that price list.

Mr. Nash. How do you know that she has not forgotten that it is in any other advertising matter and continue to send that out?

Mr. Gould. Because she does not make a business of circularizing. Her business is simply a wholesale business.

Mr. Nash. Have you an affidavit from Mrs. Gould?

Mr. Freeman. Yes, I have.

Mr. Southerland. I would suggest, Mr. Freeman, that you better first qualify Mr. Gould, so we will know just who

he is.

Questions by Mr. Freeman.

Q. What is your name?

A. Arthur Gould.

Q. What is your business, Mr. Gould?

A. Advanced Thought Publishing Company, publishers.

Q. In Chicago?

A. Yes.

Q. That is, you are the proprietor of the business mentioned here as the Advanced Thought Publishing Company in the citation?

A. Yes sir.

Q. Now, at one time, did you have the management of the Yogi Publication Society?

A. Yes.

Q. Well, tell when and how that came about.

A. Well, Mrs. Gould had been running her business, and our boy was taken sick and she felt that she would have to stay home and take care of him, and so I was running her business in 1916, I think the latter part, until about 1918, I think somewhere around about the first of 1918, when she took it back again.

Q. How long was she kept home on account of the sickness of the boy?

A. Why, it was a little over ^{two} years.

Q. Yes, was it a serious illness of the child?

A. Why, it looked very serious at the time, but with careful attention he came through all right.

Q. You have a printing, partial printing establishment in your Advanced Thought Publishing Company?

A. Yes, we have three automatic presses.

Q. Is there any printing arrangement in connection with the Yogi Company?

A. Why, once in a while, we may supply her with some of her literature.

Q. I mean, is there in that business any means of printing books?

A. No, they have not any means of printing them.

Q. And when you were running that business you printed some of the matter for the Yogi Publishing Company as well as your own, didn't you not?

A. Yes.

Q. Who is Dr. Reeder, Mr. Gould?

A. Why, Dr. Reeder is a man about whom I do not know very much. He is a man that makes a very good appearance, and he talks like a man who is very intelligent. When he came to my office he told me he was then contributing to some fifty different newspapers, and that naturally he had quite a standing and reputation, and that if we published this book it would, no doubt, have a very big sale.

Q. Where does he live?

A. Why, he lived in Chicago at that time.

Q. Where does he live now?

A. I believe he lives in Elkhart, Indiana.

Q. Do you know whether he is a licensed physician, or not?

A. I understand he is a licensed physician in Indiana.

Q. But not in Chicago. Do you know whether he was connected with the Health Department of a newspaper there?

A. Yes. He was formerly writing for the health department of the "Inter Ocean" there, I understand.

Mr. Freeman. Of course, my contention is that Dr. Reeder is a duly licensed physician in the State of Indiana, but he is not licensed in Illinois. He is not at present in Chicago, not living in Illinois. However, aside from that, I would say that if a man had studied the subject it is no more necessary for him, to write a medical book, to be a licensed physician of some particular college, than to be a graduate of West Point to be a good soldier.

Mr. Gould. I would like to state a little incident which happened at this time. My youngster was sick. We had several doctors and each of them was of the opinion that it was heart trouble. I talked the matter over with Mr. Reeder and I took the boy up to his office where he had a regular physician practicing. They examined him and Mr. Reeder said that he thought all that was the matter with the boy was that he needed to be circumcized, that his foreskin was too long and because of that a certain amount of poison remained there and went back into the system. We had that done, and from that time on that boy improved steadily. That gave me a very good impression of Dr. Reeder.

Mr. Freeman. I think Mr. Angier was a little strong on Dr. Reeder. He had that sign. He was writing for these papers and was not practicing in Chicago. He had a sign there, and my understanding is that he, like some other medical men in the past, attacked some of the theories ~~and~~ or some of the methods of the medical profession and they got after him and hauled him into court for having the title "Doctor" on his door, and he was fined \$25.

Mr. Nash. We will be cross-examining you directly.

Mr. Freeman. Well, I want to clear up all matters that I

can. As to the advertisement of his medicine in the book, Mr. Angier stated the name of it. I read this book very carefully, and never knew the name of the remedy until Mr. Angier gave it to me.

Mr. Cox. What book are you referring to now?

Mr. Freeman. I am referring to "Sex Lessons of a Physician". If that is advertising his medicines, he is doing it in a very poor way.

Mr. Southerland. Well, he seems to be successful, or he would not get orders for them.

Mr. Freeman. Why, in that connection, Mr. Gould, about how many orders did you get for Dr. Reeder's medicine?

Mr. ~~Freeman~~ Nash. That would not clear it up, you know, because Reeder might get the orders himself.

Mr. Freeman. What I understand is this: That the mere mention of this medicine in the book without giving its name or the address of Dr. Reeder is a very poor way to advertise it, if you call that an advertisement of it. ~~He~~ He tells what is in it, gives the formula.

Mr. Cox. Is that supposed to be made from the herbs that the stallions and bulls and rams and all those things eat, is that supposed to be that?

Mr. Freeman. Well, he says that they feed on these herbs, and that he found these herbs in the fields. Now, I will get to that part in just a minute. As I say, he gives the formula of this blacksmith botanist, Dr. Samuel Thompson. My recollection of Dr. Samuel Thompson is rather vague, but it seems to me that when we were school boys we used to read about the blacksmith botanist who, when he was not working at his anvil was studying botany all the time; and he gives

exactly what is in Dr. Thompson's remedy. (Mr. Freeman read at length from the book by Dr. Reeder.) He does not state in this book anywhere what the price is that he is selling it. He says that it is used in his practice. He does not give any information to anybody even where to address him to get it. Mr. Angier says he wrote a letter ^{addressed} to Dr. Reeder, Chicago, Illinois. He at one time lived in Chicago, and I have no doubt had a directory address, and perhaps left a forwarding address. It is possible that a letter addressed to Dr. Reeder at Chicago would reach him at Elkhart, Indiana, but there is nothing in that book, except a prescription of a remedy which he says he has used with very satisfactory results.

Mr. Nash. As a matter of fact, it can be shown here, we have papers showing that a letter addressed to Dr. Reeder at Chicago was sent and that a reply was received from him under the name of "The Home Remedies Company," or some such name, in which he offers to furnish the remedies at a certain price, and there is a regular correspondence system of follow-ups by him of that proposition.

Mr. Freeman. That Dr. Reeder has?

Mr. Nash. It is not material to this case, so far as that is concerned, but it is enlightening as to the manner in which he expects to profit from those things.

Mr. Cox. Yes.

Mr. Freeman. Yes, but he is now living at Elkhart, Indiana.

Mr. Cox. But his name is in his book and location.

Mr. Freeman. No sir, not anywhere. All he has in there is just his name.

Mr. Cox. Just his name?

Mr. Freeman. Yes. And of course, you might as naturally write to New York to get him as to Chicago, for you could not tell from the book where he lived.

Mr. Nash. The publication house is in Chicago.

Mr. Freeman. Yes, but he is no longer living in Chicago. Here is the only thing that might be called an advertisement of Dr. Reeder (Mr. Freeman read the title page of the book)

Mr. Cox. That is enough to indicate where they could reach him.

Mr. Freeman. I do not undertake to say that any writer of prominence on any subject could not be located by writing to the publishers.

Mr. Nash. Why writers of prominence?

Mr. Freeman. Well, now, there is a good deal of fun about that proposition. It does sound a little funny about that thing on pages 82 and 83 about the productiveness of a stallion and goats. He did not mention the rabbit. The food of rabbits is also herbs. That might be a good illustration. I do not know whether there is anything in it, but, without any showing to the contrary I think I am inclined to think that his statements about the productiveness of rams and so on is substantially true.

Mr. Cox. Well, I do not know. Everybody knows that the rabbit and the ram and all those things are very prolific.

Mr. Freeman. But he merely is pointing out that it happens, if it is a happenstance, that it happened in nature that the beasts that feed on herbs and ~~are~~ ^{which} are of a general ~~inherent~~ browsing proclivity, are the animals that are the most fertile.

Mr. Cox. I have no doubt that if you kept a ram tied up and fed him on corn all the time, that he would be just as fertile, though, I do not know anything about it.

Mr. Freeman. I do not know anything about it. Now, here is a book on angora goat raising issued by the Department of Agriculture in which they speak of one ram that sired ten thousand within a few years, and had seventy thousand descendants.

Mr. Cox. Do they say anything about the herbs that he was fed on?

Mr. Freeman. No they do not, but they say that to put a ram in a field with oats and corn and things like that, and he will not eat it, but will go and eat the bark off the trees that he will not eat the things that other animals eat, but will just pass them right by.

Mr. Cox. The ram does that?

Mr. Freeman. Is that in this book here?

Mr. Gould. Yes, in this book here.

Mr. Freeman. Well, here is a book from the Department of Agriculture here.

Mr. Cox. You have some many books we cannot keep up with them.

Mr. Freeman. Now, let me see. I have one or two other things in mind. It is charged in the citation that this advertisement ^{in a certain way as giving} is information about preventing conception, when, in fact, it does not do so. Now, we have this result here: Of a physician over a period of some four years beginning with a letter in 1915. There has not been produced here a single bona fide complaint saying that this book was

not advertised for what it was. There have been complaints against the character of the literature, three, as I remember it, perhaps four, including the one this morning. The case of Dr. Rauterberg, who wrote in and said he did not like this stuff, and to take his wife's name off the mailing list or to take him off the mailing list, I think it was his wife's name he wanted taken off the mailing list. Mr. Gould tells me he wrote for the literature, that he sent it to him; but that apparently being a doctor did not like it because she was receiving the literature. He merely writes back and tells him to take her name off the mailing list, which he did.

A certain lawyer down in West Virginia wrote and complained that apparently this circular about this book was in it -- and he said, as I understand the letter, that the book was advocating the destruction of the species.

Mr. Nash. Unborn children.

Mr. Freeman. The book does not advocate anything of that kind. There is not a word in it.

Mr. Nash. Are you not ~~misleading~~ straining the situation to some extent, Mr. Freeman? Those letters have been offered to show the effect that those advertisements of this book had upon the person who receives the advertisement of the book. The contention of the Government is that that promised a certain thing, and that the promise is not carried out by the book itself; that in fact the book is not of the character represented by the advertising matter, it does not tell how to prevent conception, in other words.

Mr. Freeman. Well, those things are open to argument.

As where
And I set out in my answer, I cannot see why a person

reading that advertisement gets the idea that this book teaches a person by any unnatural means, sir, how to prevent conception. It does teach, and it does advocate, the control of birth, through self-control. It advocates, as other doctors advocate and have advocated for years, that the completed act of sexual intercourse should only take place for the purpose of procreation. In other words, this book, in substance, advocates self-control.

Mr. Nash. Then, if, in fact, the reader did believe from reading the advertising matter that he was going to get information on how to have sexual intercourse and still not have children he would be disappointed in that book. There is no question about that.

Mr. Freeman. Well, if he did believe it, but in advertising a book --

Mr. Nash (interposing) Well, I am assuming that, of course.

Mr. Freeman (continuing). I do not know how we can prevent every possible misconception that can be put upon advertising matter.

Mr. Nash. I know that. I say if he has drawn that conclusion from the advertising matter that he has been deceived or has deceived himself, --

Mr. Freeman. Yes, that is it.

Mr. Nash (continuing). As to the information contained in the book. Of course, the conclusion to be drawn from the advertising matter is a question for the Court to determine.

Mr. Freeman. The gentleman from West Virginia claims that it advocates taking away from the weak and the defectives the chance to live. Of course, that is a historical

fact. The Spartans destroyed the weak.

I do not know who the other genuine complaint was from -- that a lady in New York who said her son received it or/it was received at her address intended for her son who was in the Army. I do not know how he came to write for it, whether he was contemplating marriage or what, but none of those complaints, complained that they were writing for something that would show them how to have connection and not have children.

Mr. Nash. Don't you think it was the purport, the substance of the letters about the killing of unborn children --

Mr. Freeman. Well, I fail to see where the advertisement would suggest to anybody that the book taught the killing of unborn children.

Mr. Nash. I am not saying that. I say that was the purport of the letter, the conclusion stated in the latter.

Mr. Freeman. Here, covering a period of four years with a man like Mr. Angier endeavoring in every way he could, they have ^{had} only these few people write in and say that they did not like the character of this book.

Mr. Nash. Of course there may have been a number of other complaints, but we were not trying to put in cumulative evidence here.

Mr. Freeman. I understand that everybody that does not like a thing -- the ordinary person when he does not like a thing throws it in the waste basket and does not take the trouble to write the Post Office Department about it.

Mr. Nash. That is true.

Mr. Freeman. Now, I want to say this in connection with this book, that it is an advertisement of this remedy of

Dr. Reeder's, if it is an advertisement, I am ~~not~~ calling it such, but not conceding that it is such, that advertisement is simply a nuisance as far as it concerns Mr. Gould.

Mr. Southerland. Which advertisement do you refer to now?

Mr. Freeman. What?

Mr. Southerland. What advertisement do you refer to?

Mr. Freeman. I say the reference to this remedy of Dr. Reeder's in this book.

Mr. Southerland. Yes.

Mr. Freeman. He don't sell the remedy and he don't get any money for any remedy that Dr. Reeder sells.

Mr. Gould. Well, I would modify that a trifle, because I do. On the remedies I sell he allows me one-third off, from which I have to pay postage, so I do get a little from it.

Mr. Nash. You do get something from the sale of that remedy, then?

Mr. Gould. Yes, just a small amount, not that I would rather not sell it than I would to sell it. If a party writes in and asks me to get it for him we get it for him. That is all, but I would rather not sell it.

Do
Mr. Nash. /You get a commission on the sale of any other remedies of Dr. Reeder's?

Mr. Gould. Why, that is about the only thing we ever had. We might have possibly had one order --

Mr. Nash (interposing). Wasn't it your arrangement that you would get a commission on anything of Dr. Reeder's sold through you?

Mr. Gould. ~~Now~~ Well, I --

Mr. Nash (interposing). No, just answer the question, please. Wasn't it your arrangement with Dr. Reeder that

you would get a commission on any of his remedies you sold?

Mr. Gould. We never had ~~such~~ an arrangement.

Mr. Nash. Now, is it not a fact that you get a commission on anything you sell of Dr. Reeder's?

Mr. Gould. Yes, he allows us one-third off. I would rather not sell it than to sell it, because there is no money in it and it is of no consequence at all.

Mr. Southerland. Let me ask, Mr. Freeman, whether or not the respondent in either one of these companies advertise in any way except by these circulars? Do they advertise any of the books at all in newspapers and magazines?

Mr. Freeman. I will have to have Mr. Gould answer that.

Mr. Gould. We do a little in the Nautilus magazine. We advertise our magazine. That is a magazine along our own line of thought, and we have at different times, tried to advertise our books in the "Review of Reviews" and "The Outlook" and "Physical Culture." and "Popular Mechanics."

Mr. Nash. Did you advertise "Sex Lessons" in that way?

Mr. Gould. No.

Mr. Nash. Advertise books on crystal gazing?

Mr. Gould. No. You see the most of our business, our books, are along the line of successful salesmanship and memory and mind power.

Mr. Southerland. When you get an answer to one of these advertisements you send the same series of follow-up letters that you send when they write to you directly, do you not?

Mr. Gould. Why, no. Now, for instance, a person interested in that kind of literature we may send them books of that nature. If they are interested in occultism we may

send them books on occultism.

Mr. Southerland. But you inclose that circular with reference to Sex Lessons along with the balance of them?

Mr. Gould. Yes.

Mr. Freeman. Well, now, it seems to me it is brought right down to this, about this book of Dr. Reeder's, that the remedy of Dr. Reeder is only a nuisance to Mr. Gould. If this book is mailable, and if any honest medical book is mailable, I do not see why it is not, we are perfectly willing to cut out absolutely any reference to this remedy of Dr. Reeder.

Mr. Nash. Who owns the copyright of that book? Pardon me for interrupting you.

Mr. Gould. I think we do. I think we own the copyright ourselves.

Mr. Freeman. Or cut out --

Mr. Gould (interposing). Now, I am not sure, to tell you the truth, but Dr. Reeder owns the copyright, I am sure, I am very sure.

Mr. Nash. Then to make any change in the book you would have to get his consent, would you not?

Mr. Gould. Yes, of course we would have to. You cannot add anything to it or you can cut out, or you could either cut it out of the book entirely if he agreed to it.

Mr. Nash. You do not mean to say that, in your opinion, the copyright law would allow you, without his consent, to send out a book entitled "Sex Lessons of a Physician" comprising only a part of it when it is copyrighted as "Sex Lessons of a Physician"?

Mr. Gould. Now, I told him some time ago that I thought that those remedies being mentioned in the book was going to

cause us trouble and that I would like to have him cut it out, ^{could} and he suggested that it could be done and that it ~~would~~ be made a much better book than it is; and that certain things which might be objectionable could be cut out.

Mr. Nash. All right, sir.

Mr. Southerland. Let me see that. Hold that book up just a moment, won't you please? (Mr. Freeman handed the book to Mr. Southerland.) Is not the very title itself misleading? I understand Dr. Reeder is not a physician.

Mr. Gould. Yes, he is a licensed physician.

Mr. Freeman. I understand he is licensed to practice in Indiana.

Mr. Southerland. In Indiana?

Mr. Freeman. Yes.

Mr. Southerland. Where did he get his degree?

Mr. Freeman. That is something I do not know.

Mr. Southerland. Has ~~he~~ he got a degree?

Mr. Gould. Why, I could not tell you positively about that.

Mr. Nash. Don't you know, as a matter of fact, he got his degree from what is commonly known as a diploma mill institution?

Mr. Gould. I suppose so, I do not know.

Mr. Freeman. Mr. Nash, you are mistaken. As I understand, he is a graduate, and is not very proud of it, of some institution in Chicago which was not accredited by the State authorities in Illinois, but my understanding is, I would not want to state a thing here that was not so, but it can be verified, my understanding is that he has since gone to Indiana and is conducting a sanitarium; that he is

duly licensed by the State of Indiana ~~independently~~ -- whether he passed an examination or how he got it I do not know, but he is now a duly licensed physician in the State of Indiana, and if that is the case the book is certainly not misnamed. As I understand it, he never practiced. He conducted this correspondence with newspapers, conducting the health departments of them, but he never practiced medicine while he was in Chicago or Illinois. I think he had ~~with him~~ the name "Doctor" on his door, and was fined for it, and apparently that is all. I cannot say he did not practice medicine, because Mr. Gould says he practiced medicine very successfully on his own boy.

Mr. Gould. He had a doctor in his office, and he was merely talking it over with him, sort of as in a conference.

Mr. Freeman. Mr. Angier brings to my mind a matter which I had forgotten, that in support of his book Dr. Reeder is the father of five boys. He has no girls, and never wanted any girls.

Mr. Cox. Do you think he had anything to do with it?

Mr. Nash. You are not saying as to that, Mr. Freeman?

Mr. Cox. You do not believe that he had any control over it do you?

Mr. Freeman. Well, sir, Mr. Cox, since I have investigated so many of these different things I will say that there is nothing that I disbelieve.

Mr. Cox. That is a pretty broad statement.

Mr. Freeman. The heresy of yesterday is the truth of tomorrow, and, as is usually the case, everybody that brings forward any new doctrine has been prosecuted and persecuted.

men
The ~~man~~ who advocated vaccination, the inoculation of pure blood with the violent poison, were ~~pa~~ prosecuted for it. It is now turned so that you are prosecuted if you do not do it. I ~~man~~ am informed that the German Army makes a principle of the production of boys; that the doctrines of that book are carried out; that the ~~man~~ ^{leave} of the soldiers is fixed & so that they can go home at certain times only, and that the thing is carried out systematically to a large extent, ^{to} the control of the home in the German Empire.

Mr. Cox. There are not any girls born in Germany, then?

Mr. Freeman. I say only as far as the Army is concerned.

Mr. Gould. It seems that this plan has been adopted by the German Army and that the German scientists claim it is an absolute fact -- the same theories that Dr. Reeder holds - and they have put it into practical use there.

Mr. Nash. I do not think it is material.

Mr. Southerland. Well, let me ask this question, while it is right here in my mind: Did the Advanced Thought Publishing Company, (Mr. Gould, refer^{red} to books which they had published a while ago) have they a printing press and a book binding establishment?

Mr. Gould. We have a printing press.

Mr. Freeman. They have printing presses.

Mr. Southerland. Do you actually print, bind, and publish these books?

Mr. Gould. No sir, we do the printing ourselves, completely. We have three printing presses, but we do not do the binding.

Mr. Southerland. You print the books that you sell?

MR. SUTHERLAND: You print all the books you sell?

MR. GOULD: We try to. Sometimes we cannot do it, but we try to, yes sir. We have three automatic presses, and one large Neeley press.

MR. FREEMAN: Let me ask you, while we are on that subject and it occurs to me, in regard to these books. About how many publications is the Advanced Thought Publishing Company printing and publishing at the present time, Mr. Gould?

MR. GOULD: Well, only around about sixty; but we have an arrangement with other publishers -- on an exchange basis, which gives us an output of about 150 books that we sell.

MR. FREEMAN: On that table in your office about how many books are there on display on that counter?

MR. GOULD: Oh, I should say there are in the neighborhood of about fifty.

MR. FREEMAN: I am an attorney, and it would not be proper for me to testify, but I would like to say something about Mr. Angier's description about Mr. Gould's office.

I would be glad to take any of you gentlemen, if you were in Chicago, and buy a dinner, if the event did not occur as I say, but the times I have been in there there have been a procession of people coming in and going by those bookcases and looking over the books. Whether they actually made purchases or not I do not know, but I certainly saw one person after another come in and examine the books.

MR. GOULD: I would like to say just a word. We have an expensive office, and the reason for it is that we have a very good office trade. If it were not for that we would not have an expensive office.

MR. SUTHERLAND: What proportion of your business is done in that way, and what proportion of your business is mail-order?

MR. GOULD: Well, I should say that probably ten per cent maybe that would be a little too much.

MR. NASH: Ten per cent is the office trade?

MR. GOULD: Maybe that is a little too much, maybe we better say five per cent.

MR. SUTHERLAND: What would be the volume of your office business per year?

MR. GOULD: I have never kept that -- we have never kept account. It will run anywheres from \$10.00 to \$15.00 a day.

MR. NASH: Gross receipts?

MR. SUTHERLAND: Gross receipts of the office sales you referred to?

MR. GOULD: Yes.

MR. SUTHERLAND: What is the total of each one of these companies, The Advanced Thought and The Yogi? What is the gross amount of their business per annum, each separately?

MR. GOULD: Of course, I could not say off hand about the Yogi. I do not know. Mr. Angier said --

MR. SUTHERLAND: Well, you ran it for two years.

MR. GOULD: I mean that the Yogi has never done a very large business. Their business is principally a wholesale business.

MR. SUTHERLAND: How much?

MR. GOULD: Well, I should say about between \$4,000 and \$5,000 would be about right.

MR. SUTHERLAND: Now, in the other Company, what would that amount to?

MR. GOULD: Well, the business, of course, last year it was not so good, but after the Armistice was signed the business was much better, and I should say that the business is running, oh, between \$3,000 and \$4,000 a month.

MR. FREEMAN: While we are at it -- I did not ~~mean to~~ aim to take it in this order -- speaking of your publications, will you name, in Washington, and in some other places, some book-sellers to whom you sell your publications?

MR. GOULD: Well, I think you will find our books on sale at Woodward & Lothrop's; I know that we sell Valentines; I know we have sold Brentano's for a great many years. Both in Chicago and New York and in Washington, New York and Paris; we sell John Wannamaker in Philadelphia; we sell Stewart's in Philadelphia; we sell S. H. Macey; we sell Brentano's; we sell practically to all the big stores of the country. We do a big business in England, and India, and Paris -- we sell a lot of books to the biggest book-sellers in Paris.

MR. FREEMAN: And McClurg and Marshal Field in Chicago?

MR. GOULD: Yes.

MR. FREEMAN: Now, take for instance, one of your publications by William Walker Atkinson, was that used by the United States Army?

MR. GOULD: They issued a Manual out at Fort Sheridan advising the officers what books they should read. One of these books is one that we publish "Mind Power" by William Walker Atkinson. They recommend it to all men who expect to become officers. The last six months we have been receiving a great many orders from the American Library Association for our book to be put in the Camps.

MR. FREEMAN: Now, taking up the work "Crystal" and

just to straighten this out let's take that next.

Judge seemed surprised that the crystal was glass. I only had access to a small pocket dictionary last night. There is such a thing as a rock crystal, but when they find a pure rock crystal the size of a gazing globe I find they ordinarily put it in the Museum and do not sell it, because it is something that is almost unobtainable. From references everywhere I assume that they are all glass. In this book of Lang's and other books, they never refer to anything but "the glass globes".

MR. NASH: Is not it, as a matter of fact, however, a glass globe of peculiar fineness that is ordinarily known as the Gazing Crystal?

MR. FREEMAN: Well, as I say, if you will read this, it says a crystal is a reflective surface. Undoubtedly, a beautiful crystal, absolutely limpid piece of glass would, if there is anything in the reflective quality of it, ~~be~~ the reflection of light, there is no doubt that that would be regarded superior to an inferior piece.

MR. NASH: Does not the word "crystal" itself ~~imply~~ imply that it is practically a flawless piece of glass? The word "crystal" meaning something that is clear?

MR. FREEMAN: I do not know that it implies that it is flawless (Mr. Freeman read from a book). Well, he mentions what I was speaking about, the difficulty of obtaining what he wanted. (Mr. Freeman continued ^{reading} from a book).

MR. NASH: You have heard the expression, of course, "crystalline clearness?"

MR. FREEMAN: Oh, yes.

MR. NASH: I think that is a proper use of the word "crystal" in that it means "without imperfections".

MR. SOUTHERLAND: Well, you know there is the expression "crystal clear".

MR. COX: "Clear as a crystal" is another use of the word.

MR. NASH: The word implies a certain clearness that perhaps is not present in these inferior pieces of glass.

MR. FREEMAN: They are not inferior.

MR. NASH: It is a mere argument, of course; you may be entirely right, Mr. Freeman.

MR. FREEMAN: I mean to say that they are not inferior pieces of glass, as glass is made now. I understand that to get a crystal that size of absolute purity and flawlessness would put the purchase of a crystal beyond the means of any ordinary person. I do not know what these lenses in the telescope cost, but they cost a very large amount of money, and they have great difficulty in getting a flawless piece of glass. It is almost impossible; it is the height of the glass-maker's art. However, the fact that a flaw, or two appears in it interferes in the effect that would be produced in gazing into it. Of course, our contention is what it should be. We say that there is nothing in the article itself, but constant experiment and the universal practice of using some reflective surface like that shows that there is something about the effect it has upon many persons, at least, in fixing their gaze on a reflective surface which induces people that are at least gifted that way, visions, sometimes prophetic, and sometimes of contemporaneous events of which they could have had no knowledge any other way that it was possible for scientific observers to discover. I do not think much of the rest of the book. The intro-

duction by Andrew Lang is very interesting and makes very good reading, entertaining reading, but the rest of the book is more of a discussion of the evidence.

MR. COX: That book on the raising of Angora Goats is a pretty fair sample of things to read, if you are interested in raising goats. It treats entirely of Angora goats and tells what they will do. They will take a whole five or ten cent plug of tobacco and eat it up and swallow it, or will take an old rubber shoe and eat that.

MR. GOULD: But, take and turn them out in the field and let them go where they can and you will then see what is their natural food, what they live on. Of course, the goats kept inside is a different goat. You take a goat and keep him tied up and let him eat tobacco or shoes and he smells bad. You let him out in the fields where he can eat the stuff he wants to and I understand he does not smell bad.

MR. COX: Is there any difference in their sexual powers?

MR. GOULD: What?

MR. COX: By reason of the fact that you keep him tied up or let him out?

MR. GOULD: Well, it is the natural tendency --

MR. FREEMAN: Yes, there is.

MR. COX: What?

MR. FREEMAN: There is. I do not know about goats, but I know that ~~xxx~~ it is a fact that animals running wild are always more productive than animals in confinement.

MR. NASH: That is true, undoubtedly.

MR. COX: I think that is true, but that is the difference in the animal.

MR. NASH: An animal in its natural environment will certainly be more prolific than in an artificial environment.

MR. FREEMAN: Tell Mr. Nash about the experience you had with Crystal Gazing.

MR. GOULD: Well, I tell you these crystals came from England. I believe they were manufactured in Austria, but when the war came up we could no longer buy them from over there so we experimented with a number of different firms here to have crystals made and we found that it was a very hard proposition to do, but after two years we got a crystal made and finally located this firm that really did make a very good crystal.

MR. FREEMAN: Where is the firm, where are they made?

MR. GOULD: In West Virginia, Mr Angier testified.

MR. FREEMAN: Yes, somewhere in West Virginia, he didn't say where.

MR. GOULD: Yes, Fairmont, West Virginia; and the manufacturer of these crystals himself, if you should write to him for a crystal would charge you \$3.00 for one of those crystals, and ~~the~~ most of our crystals are really sold for \$1.00. That is we make a special combination of a book and a crystal for \$3.00. The regular price of the book is \$2.00. If you attempt to buy these crystals or to have them made, you would find it a very difficult proposition to get a better crystal than that and the price is not exorbitant, and considering what they get it does not look to me as though there is any fraud.

MR. NASH: That is a question for the court to determine.

MR. COX: What can you see in it?

MR. GOULD: Well, there are thousands and thousands of

cases in the Society of Psychical Research where the investigators have everything possible to disprove it, but they say they can.

MR. COX: Disprove what?

MR. GOULD: To disprove that people do see things in the crystals.

MR. COX: I do not know how in the world they could disprove it unless they could get into the man's mind.

MR. GOULD: I had one experience, it is an absolute fact. A lady came in our office and seeing a crystal on the table asked me ~~about~~ if I could see anything in the crystal and I told her no that I never could. She told me that she could see in the crystal an automobile stopping out in front of the building and a lady getting out of the automobile and coming up to my store. I went to the window and looked out, and I saw an automobile and in a few minutes a woman came up there and I asked her if she got out of the automobile and she said yes.

MR. COX: Well, do you think that proves anything at all?

MR. GOULD: It proves enough to show that some people really do see things in the crystal that this woman saw this lady get out of the automobile. That is merely an illustration of thousands and thousands of other cases that the Society of Psychical Research have investigated.

MR. COX: That might be a coincidence.

MR. FREEMAN: Yes, she might have seen the woman coming in the automobile if she wanted to lie about it, or make up something of that kind.

In the first place, there is no superstition that covers the world that has not some foundation to it, and Crystal Gazing has been engaged in by every civilized and uncivilized

nation since the dawn of history. It has been recognized
 as a power. In late years, as I say, The London Society
 for Psychical Research have made extensive investigations
 of the subject. Such men as Andrew Lang, who cannot see
 anything himself, never saw anything in a crystal, has been
 conducting these investigations under scientific conditions,
 and they get results that they, as scientists are absolutely
 unable to explain, except on the theory that a supernormal
 vision is induced in some people that they do see visions
 in there that no scientists with all his scepticism can
 rationally explain. People see things that happen in the
 future; people see things that happen a thousand miles away;
 and they see people that they never saw in their lives;
 and they see things that are unknown to any of the persons
 present in the company, but investigation proves that they
 did see it. Swedenborg, for instance, years ago/^{so} ~~xxx~~ things
 happen have been recorded that he landed in Norway and be-
 gan in a very much agitated manner to describe the burning
 of Stockholm, which was 1500 miles away and about which he
 had no means of knowing. He was taken before the court
 there and made a deposition as to it. Afterwards when the
 news had ^{had time} ~~become~~ to travel they found everything as
 Swedenborg has described it, and that the fire ~~stapp~~ ^{stayed} just
 as he said, a few doors from his house. He saw the whole
 conflagration, the burning of Stockholm, and described it
 before anybody ever heard it.

MR. SOUTHERLAND: With the aid of a crystal?

MR. FREEMAN: What?

MR. SOUTHERLAND: With the aid of a crystal?

MR. FREEMAN: No, that came to him without the aid of

a crystal. That power is not given by a crystal; it is merely a power that is increased or developed by a crystal. People have visions without the aid of anything. Mr. Gould, by the way, says he was born under an astrological sign which inclines a person to occultism and he told me this morning an actual experience in his life. I wish he would tell it to you now.

MR. COX: What sign is that under which you were born?

MR. GOULD: I cannot recall just now, but I have a horoscope.

MR. COX: When were you born?

MR. GOULD: I was born in March, but I have been told by Occultists that I was born under the occult sign.

MR. FREEMAN: What was that about the Iriquois Theater?

MR. GOULD: Well, now, I had dressed for the theater and had started down town to go when something told me not to go and I did not. If I had gone it is very probable that I would have never got out.

MR. NASH: That was the time of the fire?

MR. GOULD: Yes, that was at the time of the fire.

MR. SOUTHERLAND: Why didn't you go?

MR. GOULD: I don't know, just something told me not to go, and I did not.

MR. NASH: I think there are numerous premonitions of that kind.

MR. GOULD: Yes, everyone has them. It is not something that is common to me, but it is common to everyone.

MR. NASH: I have had a great many of them myself. I think everybody has premonitions.

MR. COX: What was the date of your birth?

MR. GOULD: The ^{ninth} ~~twelfth~~ of March.

Mr. FREEMAN: Now, as to that Planatory Hour Indicator. In the first place there is very little call for it. It is not an article that amounts to anything in Mr. Gould's business but if anyone wants it, A Planatory ^{Hour}/Indicator they certainly have a right to buy it if there is no ^{mis}representations made as to the way in which it is sold. Now, it struck me that this literature as to the Planatory ^{Hour}/Indicator was to the effect in the nature of a rather positive statement that certain hours were favorable and unfavorable; that contracts drawn in certain hours would stand and contracts drawn in ~~in~~ other hours would fall. Perhaps most of us do not believe that to be true, but the Astrologists do believe it to be true; and if it is advertised to the effect that Astrolorers believe certain hours and certain days are favorable for such and such an undertaking and unfavorable for other undertakings and a person desires to buy an Indicator which will show them what powers Astrologers believe are favorable and unfavorable, it does not seem to me that there ~~is~~ could be any possible objection to it. I know the Astrologers, because I have something to do with them. They do believe in that and certain of them conduct their business affairs in accordance with that belief. It may be superstition, it may be absolutely foundationless, but if they want to know what Leo, the ~~exist~~ Astrologer in London, thinks is the favorable hour, why, they have a right to know what hour he considers favorable and what hour he considers unfavorable.

The book entitled "Zodiac of Mysteries" is one that has been published for some time, sold by Mr. Seward and sold incidentally by Mr. Gould, but I do not suppose Mr. Gould's sales of the book are one-hundredth part of what Mr. Seward's are. He travells all over the country advertising it and

selling it. I know how Mr. Seward collects his information for those character readings that he has there, whether they are right or wrong. He has for twenty years, interviewed everybody that he could meet and taken notations as to the date and hour of birth, color of the hair, color of the eyes, occupation, past events in the life of the individual, so far as he could take it and he has accumulated a tremendous amount of statistics. (At this time Seward's case was discussed).

MR. SOUTHERLAND: Now, go ahead, Mr. Freeman.

MR. FREEMAN: I do not know, gentlemen, I have spoken of the evidence that has been put in here and I do not feel like taking ^{the} time of the court to go too deeply into detail. For instance, this case that Mr. Cox read on this subject of Crystal Gazing is, as I say substantially corroborated by scientific records and I do not feel like taking time to read all of that. The point is that these globes, ^{and} I believe, the book ^{among} meets a legitimate want ~~from~~ a considerable portion of the people. We do not want to misrepresent anything in the way of advertising these books. While Mr. Gould does not want his business destroyed, the whole four books included in this citation, do not constitute more than two or three per cent of his business. He is publishing one hundred or one hundred and fifty books that he is selling to these book-sellers all over the country, and if there is anything misleading in the title of that book or anything that should be cut out, such as the reference to remedies there of Dr. Reeder's why, with the authority of Dr. Reeder, they can get together and cut it out. Of course, if the Department should say that the book is absolutely not mailable, why, it could not be mailed, I cannot argue on that subject. I

do not think you can decide on that question without reading the book and having in mind what has been said here and also having in mind the latitude that the courts say are given to matters of opinion and matters that are not reducible to fact, as they said in the McAnulty case. Our only idea in presenting this is to present what we think about these things to indicate our ~~willingness~~ willingness to comply with any regulation or any idea of the Department. That seems to me to be reasonable.

Now, this book on the Zodiac was at the time Seward was tried stronger than it is now. A guarantee goes out with that book to refund the money if not satisfactory. The statement that he cast personal horoscopes has all been cut out, and get that old book as it stood -- he was tried and acquitted and I do not see how the Department can consider that the book under the circumstances is not mailable.

The literature concerning the Planatory Hour Indicator I think should be changed in order to get away from the class of advertising that appears in some of these circulars; but there are thousands, and hundreds of thousands of people that are interested in those things and that either believe or that are interested in the subject that write for these books and study these books. In speaking of Mr. Gould's idea in advertising I wish you would tell them of your interview with Dr. DeLawrence regarding his advertising on some of your books, if that is permissible.

MR. GOULD: Well, he was advertising some of our books, and claiming that the regular price of these books was \$5.00 but that he would sell them to the purchaser for \$2.50. He would always give them a long rigamarole to the effect that because he was the largest publisher in the world he could

outsell the other people, so I went to see him about it and told him --

MR. NASH: What was the price of the books that he was selling for \$5.00?

MR. GOULD: The regular price was \$1.10.

MR. COX: That was what you were selling it for?

MR. GOULD: That is what we were selling it for. I told him I did not think it was right for him to advertise these things the way he was, that people would get the wrong impression that the books were not worth \$2 two-fifty, that they did not look like two-fifty and that therefore when people got them they would be dissatisfied and I told him that unless he would advertise things the way other people were we did not want to sell our books to him. He flew in an awful tangent and I got out of there as soon as I could and since that time I have not been back.

MR. SOUTHERLAND: Well, what did he do?

MR. GOULD: Well, he merely drew a gun on me and told me about what he was going to do, how he could hypnotize me, that he could make my mind a blank and did everything like that; and everytime I tried to get up he would point that gun at me. He said: "You, you" -- the vilest names that a tongue can speak, and he would make me sit down; and when a man is sticking a gun in your face like that you are going to sit down if he wants you to. I got out of that office as soon as I could and never went anywhere near him again.

MR. COX: Didn't you have him arrested afterwards?

MR. GOULD: What, sir?

MR. COX: Did you not prosecute him for such conduct as that -- drawing a gun on you?

MR. GOULD: Why should I?

MR. FREEMAN: We do not prosecute for that out in Chicago.

MR. GOULD: I went down there and told the elevator man what he had done and he said that he was beating someone up there all the time; that they had reported him to the police several times. Of course, they never did anything to him.

MR. COX: When he was here yesterday he seemed to be very calm and docile.

MR. GOULD: As I told Mr. Angier here this noontime he is a different man now than he was. He seems to have tamed down, but he was very wild at times some few years ago, as Angier knows.

Well, Sir, I know a printer that would not go near him. He told me that every time he went up to his office that he made him do things that he did not want to do and that he actually lost money.

MR. NASH: We should have had you as a witness in the DeLawrence case, but I ~~fit~~ failed to see that that has anything to do with this case.

MR. GOULD: It shows that we do not like to misrepresent anything.

MR. NASH: The written matter speaks for itself.

MR. SOUTHERLAND: Is that all, Mr. Freeman?

MR. FREEMAN: That is all.

MR. NASH: We want to cross-examine Mr. Gould a little and I suggest that we adjourn at this point as we have an engagement at one o'clock.

MR. SOUTHERLAND: We will take an adjournment to 2 o'clock this afternoon.

(Thereupon at 12.45 o'clock a. m. an adjournment was taken.

MR. COX: The first point that I wish to make is that I have not yet seen the report of the committee on the subject of the proposed amendment to the constitution of the city of Chicago. I have not yet seen the report of the committee on the subject of the proposed amendment to the constitution of the city of Chicago. I have not yet seen the report of the committee on the subject of the proposed amendment to the constitution of the city of Chicago.

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(Pursuant to adjournment the hearing was resumed at 2.15 o'clock p. m.)

MR. FREEMAN: There are just one or two things that I forgot. I have here this book, which I referred to in my answer, but there is no way I can introduce it as an exhibit because it is a book from the Library there at Chicago, but, of course, it is available to you in the Library here.

MR. NASH: Suppose you designate it by title on the record.

MR. FREEMAN: I have done that in the answer. I will introduce this magazine "The Occult Review" of March 1919. There is also a magazine published in this country called "Astrology". This is an English publication.

MR. GOULD: It is also published in this country. The American edition of it, probably, comes in sheets.

MR. FREEMAN: There is a chapter here on the occult/^{law} of the mirror in which they place the development from mirrors to crystals. There is also an advertisement here to which I call your attention as to crystals -- Memphis Crystals ten shillings, six pence -- that would be about \$2.60, exclusive of the duty. Mr. Gould says he had one of them. It was about two inches in diameter, whereas this one is about two inches and a quarter.

MR. GOULD: It is a little over two inches and a quarter.

MR. COX: Well, the price at which you sell it is not material is it?

MR. FREEMAN: Well, no except in a general way. It indicates the conduct of a business.

Regarding the title of this book "Sex Lessons of a Physician" and the advertising Mr. Angier

testified to an interview he had with Dr. Reeder, and I think Dr. Reeder stated to Mr. Angier that some matters that are immaterial here, not exactly here, as they occurred. I wish Mr. Gould would tell them about the interview with Dr. Reeder and the selection of the title and the form of the advertisements in connection with that.

MR. COX: Just wait one moment until the Judge comes in.

MR. NASH: Will you please read the question to Mr. Southerland?

(The reporter read the question as ^{above} it was recorded)

MR. GOULD: Now, at the time there several titles selected, and Dr. Reeder and myself finally concluded that the title "Sex Lessons of a Physician" would be alright, and so it was chosen; and then he supplied me with the advertising matter. I asked him to do it, because he wrote the book and I felt that he could better write a circular on it than someone that did not write it: so he wrote the descriptive matter of the circular. I went through the book and the contents of it, but the real descriptive matter of the circular was furnished by Dr. Reeder.

MR. FREEMAN: And you and he mutually agreed on the title?

MR. GOULD: Yes, and I supplied him with some of the circulars and he used some of them, and an edition of the book was published for Dr. Reeder.

MR. FREEMAN: I think you have testified about this already, but just tell us what is your prices regarding the question of refunds to persons making complaints that they are dissatisfied or do not feel satisfied with the literature?

MR. GOULD: Well, the plan of our business is that the customer is always right, regardless of what we may think, the customer is always right.

Of course, if we put out something special for a man that we did not carry in stock, then, of course, we do not expect to make any refunds, because we cannot return the article to stock, but anything we advertise of our own, it is our custom to consider that the customer is always right. We have had some people come in there and change things as many as three times and then ask for their money back, and I have given it to them. Of course, it is a very small item, and I always try to please my customers and they are pleased, because they are continually buying the books.

MR. FREEMAN: Well, do you refund money where anybody writes in that he is dissatisfied?

MR. GOULD: Yes, there is no question about it.

MR. FREEMAN: Now, if there any questions that you would like to ask Mr. Gould, you may.

CROSS EXAMINATION

Questions by Mr. Nash.

Q. Mr. Gould when did you start this business?

A. I do not recall, it has been about twelve years.

Q. When did you start selling Dr. Reeder's book?

A. Why, it was about the latter part of 1915, I guess, the first part of 1916, I think it is.

Q. When did you start selling the work on Astrology and Crystals?

A. Last December.

MR. FREEMAN: Well, does that apply to both, Mr. Gould?

A. Yes, the same circular applies to both. I think it was in December. It was either in the later part of November or December, it was some time before Christmas.

INSPECTOR ANGLIER: That is the crystals?

A. No, that is Astrology.

Q. The crystals -- were they sold about the same time?

A. No, they were sold before.

Q. How long before?

A. Well, I should say the crystals have been sold for three or four years.

Q. And when did you start selling the Planatory Hour Indicator?

A. That was the same time as the Astrology.

Q. What study did you make of astrology before you started selling the Planatory Guide?

A. I have never made a study of Astrology.

Q. Where did you get the information?

A. Mr. Seward furnished me with a plate on that circular, on both sides.

Q. What personal knowledge have you of the statement contained in this circular advertising the Planatory Hour Indicator to the effect that those who obtained this information made a wonderful success in their business and social undertakings, especially in speculating?

A. Well, I have not any information or personal knowledge relative to astrology.

Q. You do not know, as a matter of fact, then, whether or not that statement is true?

A. I could not say, no.

Q. How about the other statements contained herein, particularly the statement that this wonderful invention will show you correctly when to transact all the affairs of life?

A. I have only Mr. Seward's word for that.

Q. You do not know whether or not the statements contained here are facts or not?

A. I only talked with Mr. Seward.

Q. Did you ask him with particular reference to each of these statements?

A. No, I merely asked him if the stuff was alright.

Q. And that is the only inquiry you ever made about these statements regarding the Planatory Hour Indicator?

A. Yes. I knew he was selling them and there was never a thought raised in my mind but what they were all right, because I knew he had been selling them.

Q. Did you know that he had been prosecuted?

A. I knew that the case came up, but I understood that he was thoroughly acquitted of it.

Q. Did you know that he had been ~~x~~ called before the Post Office Department afterwards with this matter?

A. Not with the Indicators.

Q. Did you know what he was called before the Department about?

A. Why, he told me that it was some Astrological Letters of Prediction or something of that kind.

Q. Did you ever use this indicator yourself?

A. No.

Q. Do you know how to use it?

A. No.

Q. You do not know what it means, even?

A. Why, I am familiar with what it is intended for.

Q. Have you any knowledge at all of the so called Science of Astrology?

A. No.

Q. Do you know what the different houses of the Zodiac are?

A. I know that they are divided into twelve signs.

Q. Well, what does that mean, do you know?

A. Why, that people born under these different signs have certain aptitudes.

Q. Well, what do you mean by "Born under these signs?" Have you any knowledge of what that means?

A. Why, it is divided into twelve different periods.

Q. What is divided into twelve periods?

A. The year is divided into twelve different periods.

Q. Well, how do they apply the different signs of the Zodiac to different periods of the year?

A. Well, as a matter of fact, I can frankly say I do not know anything about astrology.

Q. Do you know anything about what the Zodiac is?

A. What the Zodiac is? I really cannot say that I know anything about astrology.

Q. Well, you have been selling this so-called Planetary Hour Indicator without any knowledge of astrology?

A. Why, yes, because I went on this Astrologer's word about it.

Q. Don't you think it is a rather bad thing to do without any further investigation than the word of somebody on things that you know nothing about?

A. Well, the idea is that Mr. Seward always impressed me as knowing something about this subject.

Q. Is it your ~~habit~~ habit to conduct your business in that way -- to take the statement of others for representations?

A. No, I frankly say that ^{as} I have a rule I am very careful. I see now that I have made a mistake in not going more thoroughly into this thing.

Q. Have you any belief one way or another in the

statements made with reference to this Planatory Hour Indicator?

A. Why, I personally -- I have never given it any thought.

Q. What study have you given to the study of Hypnosis?

A. I have not studied Hypnosis at all.

Q. What study have you given to Clairvoyance?

A. Clairvoyance, I have read a great deal on that subject.

Q. What have you read, if you recall it?

A. Why, I have read everything that I could get hold of.

Q. When did you start this reading?

A. I started it probably ten years ago.

Q. That was prior to the time you put these globes on the market?

A. Yes.

Q. You said that these crystals are manufactured for you now by a firm in Fairmont West Virginia, I understand?

A. Yes.

MR. FREEMAN: Oh, I wanted to correct something. Excuse me. I said Dr. Reeder ~~lived~~ --speaking from memory -- lived in Elkhart, Indiana. I do not think it is very material, but I notice it is La Porte, Indiana.

MR. ANGLIER: Dr. Reeder's present address is Chicago -- is 5721 Penwood Avenue.

MR. FREEMAN: All I know is that we got a letter from him two or three days ago postmarked Elkhart, Indiana.

MR. ANGLIER: His address is given in the Chicago Directory.

MR. GOULD: He has actually moved down there.

MR. ANGIER: It must be in the last two months.

MR. GOULD: Yes, it is.

MR. ANGIER: In the last two months?

MR. GOULD: Yes.

Q. Where did you get the information that these particular crystals that you sell are used by Seers for Crystal Gazing?

A. Well, as far as I can find out any crystal is used. There ~~xxx~~ is no special mention made that they have to be manufactured with certain properties, but the clearer they are the better.

Q. What Seers have you ever had any personal acquaintance with?

A. I have come in contact with probably the greatest one that ever lived Bahartitabi.

Q. Where does he live?

A. He died in Paris about two years ago.

Q. He has been dead two years?

A. Yes.

Q. How did you become acquainted with him, Mr. Gould?

A. Why, he published a magazine out in Los Angeles called "The Light" I guess, and he was a very good friend of Mr. Atkinson's.

Q. And when did you meet him?

A. Why probably about six or seven years ago.

Q. Did you discuss the subject of Clairvoyance with him at that time?

A. Why, I did not. We never discussed the subject of Clairvoyance, no.

Q. You really got no information from him personally, then, at all, Mr. Gould?

A. No, only out of his writings.

Q. This magazine that he has written?

A. Yes, and he published several books, too.

Q. Have you ever used these crystals yourself?

A. No.

Q. Have you ever made any inquiry as to whether the crystal that you were having manufactured were the same as those used by others engaged in Clairvoyance work?

A. Why, I know that the man that makes them is considered a very good maker of crystals.

Q. But, do you know of any so-called Clairvoyants who used those particular crystals?

A. Why, of course, we sell them. I do not say that I could really say anything about them.

Q. You have never had any personal experience with them?

A. No, no.

Q. You do not know, as a matter of fact whether those things you said about them are true, as of your personal knowledge; it is simply from your reading that you get, of course, I understand?

A. Yes.

Q. You state in this circular regarding these globes that by daily use of the Gazing Globe you may develop wonderful power. Is there any foundation for that, in your personal experience, Mr. Gould?

A. Why, my experience is that anyone that tries to develop anything and gives a certain amount of attention to it will make a success of ~~it~~ it to a certain degree.

Q. You state that all Seers, Mystics and Gazers and Members of Occult Organizations ^{are} by experience that the

hidden forces which influence and control the physical nature of the human race can be seen by the aid of the Gazing Globe. Do you know of personal knowledge as to that?

A. Why, I would not say that I have any personal knowledge of it. I have had lots of instances ~~fixit~~ told me by people who came in the office.

Q. Well, what Seers, Mystics, and Gazers, and Members of Occult Organizations have ever told you this?

A. Why, only what I have read in the numerous books I have read on the subject.

Q. As a matter of fact, you do not believe, do you, that anybody who purchases that globe can become a clairvoyant by its use?

A. Why, that is something that I think is open to question. I do not think that anybody can intelligently investigate this whole subject and say these people are all ignorant of the subject about which they talk.

Q. I did not intend to say that, you misunderstand me. I mean to say do you believe that anybody who purchases one, of these crystals can, by its use, become ^aclairvoyance, or don't you think, as a matter of fact, that a person, assuming that there is such a thing, that a person must have that type of mind that will lend itself to that character of investigation?

A. Well, the question of it is that you do not know what a person can do until they try it.

Q. Then, as a matter of fact, you do not know whether persons who purchase this so-called Magic Crystal can become Clairvoyant^s or not do you?

A. Why, no one can tell that, sir.

Q. Then, why do you say that by the daily use of the Gazing Globe you can develop wonderful powers. By the aid of it you may acquire the influence of Clairvoyance and be able to understand the mysteries which surround us from the cradle to the grave?

A. MY idea of that is that you may do it.

Q. You think that the expression there simply read as a possibility?

A. Yes.

Q. Rather than as a --

A. Than an exact statement.

Q. Something that can be done by the person who reads the article?

A. Yes.

Q. I want to be fair to you and just get your viewpoint. Do you think that the statement is true that unless a person has developed a clairvoyance sight he is unable to protect himself against these unseen and powerful agents?

A. Well, now, I will tell you --

Q. Well, will you kindly answer the question first, and then you can qualify it as much as you please.

A. ~~It~~ I think I would have to explain that a little bit.

Q. Alright.

A. Now, my idea of that is that a person ^{thinking} ~~taking~~ along certain lines will attract certain things to him. The idea is that if a person thinks of evil, he is going to attract evil. If he thinks of good he is going to attract good. Then, if these crystals -- and the crystal being thought of as being pure, the clearness of it, it gets you in a different state of mind than you would be if you were thinking about

evil.

MR. FREEMAN: Personally, as far as that sentence is concerned I think Mr. Gould -- I believe that that ought to be struck out before any more of these are sent out. I do not know whether or not there is anything in it, but the mere suggestion is suggestive that there are evil spirits -- the suggestion, even if it is true.

Q. What have you to say as to the statement: "Do you know that the Clairvoyance/^{can} have entered into communication with the soul of a deceased person?" Do you know whether that is true or not?

A. Why, I could not say from my own personal knowledge, but I have read of a great many instances in which the society of Psychical Research have attempted to prove that.

Q. Why did you not say that you have heard of such instances, rather than stating it is this form when you wrote this pamphlet?

A. Well.

Q.. Don't you think it is calculated to lead people to believe that in your knowledge these things have been done?

A. Why, I do not think when a person makes a statement necessarily that it means their own personal knowledge, but rather general knowledge on the subject.

MR. FREEMAN: I do not want to interrupt, but I think it will save a little time on that subject in connection with the other world. People do not speak of the personal knowledge, but you will read books. There is a recent book by a Professor of Columbia University that starts out with the assumption that no scientific man today knows the fact that there is communication with the people who have departed, ~~but~~ and starts his book from that major premise.

MR. NASH: You understand that it is not those things that I am questioning. I am trying to get this man's intent. He makes a statement in this pamphlet that by developing one's clairvoyant power one might tell what is going on far away. Have you any personal knowledge as to that, Mr. Gould?

A. Why, I have, to a limited extent. Many, many times, I have left the office --

Q. Kindly confine yourself to the use of the crystal. After you spoke of clairvoyance? In connection with the crystal, I mean. I want to find out as to that.

A. I will say that I did not.

Q. Now, if you care to state about other personal experiences, you may.

A. Why, as I think it over, I think it is unnecessary.

Q. You state here: "Do you know that the advanced lessons on Clairvoyance is a work by a real master and contains the real esoteric system of oriental clairvoyance, as it is taught in ^{the North of} India and in Thebit among the Secret Orders and Motherhoods?" Is that true?

A. Yes.

Q. Well, who is this author?

A. He is an East Indian.

Q. What is his name?

A. Panchadasi.

Q. What do you know about this man personally?

A. Why, we have had some communication with him.

Q. To what effect?

A. Why, to the effect, I think it was recently taken up, with us by ^{The} Latin Light Culture, The Latin Light Culture

publishes a magazing in India, and it was recently taken up through them.

Q. This information that is stated here?

A. Which?

Q. About this man being a real master; that this is a real ~~xxx~~ esoteric system of oriental clairvoyance as taught in the North of India and Thebit, among the Secret Brother~~h~~hoods?

A. That came from a Swami man with the suggestion that he wished I would publish it.

Q. You stated that you did not know about the facts that are recited in this ~~xxx~~ phamphlet?

A. No.

Q. You state by the use of this expression "may" on the first page of this phamphlet you intended to express the representation that it was possible, rather than that everybody who bought this globe could become a Clairvoyant.

A. Yes.

Q. In what matter do you explain the statement made on the third page of this phamphlet to the effect that you can develop that faculty by means of the Magic Mirror Globe and become your own Clairvoyant advisor, see your future chances of success and make the best of them?

A. Why, that you may, that it is possible.

Q. You think that it was a possibility also?

A. Yes.

Q. How about the statement: "by the use of the Gazing Globe you are able to arouse the Mystic Powers of Clairvoyance." Is not that a ^{positive} ~~part of~~ the statement to that effect?

A. Well, it possibly is more positive than it should be, and from what I know now I think it ought to be changed.

Q. This is a Yogi Circular? And it seems to be the same thing as the one Mr. Freeman has.

MR. FREEMAN: I do not believe that circular is being sent out now.

MR. COX: It must have been sent out, because we have got it.

MR. FREEMAN: I say now.

MR. NASH: The statements in the two circulars are substantially the same.

MR. FREEMAN: I do not find those positive statements in this one.

MR. NASH: Just to enlighten you on that, Mr. Freeman, it is on the third page of this pamphlet. The pages are twisted.

MR. ANGLIER: What was the third page in Mr. Nash's folder is the second page in Yours.

MR. NASH: That explains it all.

Q. The statement that you will find much joy in your visions, which appears on the first page of your pamphlet is rather a positive statement, is it not?

A. Yes.

Q. And I assume that with your present knowledge that you would not desire to make such positive statements?

A. Why, no, I should say, if I were reconsidering, that I would probably no doubt change it or modify it.

Q. You cannot find much joy in your visions if you haven't any. I understand you to say that you have no personal knowledge of astrology at all. I think you said that. Did you prepare the copies for the letter, the circular letter, addressed: "Dear Friend: From the dark ages to the dawn of to-day"; and so on -- do you recognize this thing?

A. Yes, but I cannot say positively whether Dr. Reeder supplied me with that or not. It has been some years ago, and to be candid I am under the impression that he did give me that, but I am not absolutely ~~sure~~ certain.

Q. What did you intend to convey by the statement appearing in this circular which says: "How shall we control the sex and the time of the appearance of our children without committing sin, without committing a crime or without injury to ourselves, or danger of destroying our love for each other?"

A. The idea that there is only one way to do it.

Q. Did you not intend to lead people to believe by that circular that you had found a method for preventing conception?

A. No

Q. Then why did you use the statement which appears in this circular to the effect that if we did ~~have~~ better babies should be the aim of every married couple?

A. That idea is what I think should be.

Q. Would not the natural inference of that statement be that by the purchase of this book sold by you it would be possible for the purchaser to find out how to prevent conception?

A. Why, the idea was that this was a book on the determination of sex, the controlling of sex.

Q. Well, why did you use such expressions, as "fewer, but better babies should be the aim of every married couple" if that were all you intended to convey?

A. Well, it was merely put in as a catch.

Q. In this pamphlet you also say: "In this course of lessons Dr. Reeder has imparted to a degree that has never been approached, knowledge which all of us need the most. In these ~~lessons~~ lessons, the Doctor speaks freely, frankly and intimately on subjects you find in no other book, or private lessons." Did you not intend to

convey by that statement to the person reading it that you would furnish information as to how to prevent conception?

A. The idea was that that information was available for them.

Q. Why didn't you state fairly and squarely just what was contained in this book and what it was about, without in any way concealing the real fact that this was a book to the effect that if people did not want to have any children they should not indulge in the conclusive act of sexual intercourse?

A. But I did not make any expressions like that.

Q. Is it not a fact that ^{if} you did express that people would not buy the book? Don't you think a lot of people buy this book on the theory that it will enlighten them? That it will enlighten them as to how to prevent conception?

A. It is pretty hard to say just why they buy it.

Q. You also say in this pamphlet: "There is an intense desire for children in all normal human beings. The fear of too large a family causes many to avoid all the responsibility. The old fashioned large family is an impossible problem. Fewer and better children is the better plan. How parenthood can be controlled." Don't you really think that that would the reader to believe that he could by buying your book acquire information as to how to prevent conception?

A. The idea of birth control, he may do it.

Q. He can by refraining from the completed act.

A. Yes, naturally; that is natural.

Q. Q: Do you think that any person would get the idea from that circular matter of a sort that that is what is contained in this book?

A. Why, I really do not know.

Q. You have never thought about it?

A. I have not thought about it.

Q. What do you think about it now, Mr. Gould?

A. Well, I actually believe, that the circular is probably misleading.

Q. Don't you think it is intended to create that impression?

A. Well, it seems to me -- you know when you read those things over once it does not leave that impression in your mind, but when you begin to study on it those things seem to come out to you.

Q. How many mail-order concerns are you furnishing this literature to, Mr. Gould?

A. Well, I really can not say.

Q. There are a number of them, aren't there?

A. There are some, yes.

Q. And they are using this character of literature for advertising?

A. Why, we have not done so since Mr. Angier last took it up. We agreed that while this thing was pending I would not give anyone else any circulars on it.

Q. Have you discontinued it permanently?

A. Yes.

Q. Do you intend to resume it?

A. Well, now, as I see it now, I ~~would~~ do not want to misrepresent anything, and as long as I see it the way I do it is my intention ^{not} to send any more of those circulars out.

MR. SOUTHERLAND: You mean by that that next week you may think again that it will alright for you to send it out do you?

A. No, when I make up my mind to do anything -- I can see now there is a chance for people to be mislead, and therefore, the circulars should be changed.

Q. Are you selling these three things under any other names, Mr. Gould?

A. Which?

Q. Are you selling these three things this book on Sex Lessons, The Planatory Guide, or the Crystals under any other name?

A. The book, we sell under another name.

Q. What name?

A. The Marlowe Company.

Q. With the same advertising matter?

A. Yes.

MR. SOUTHERLAND: What else do you sell under that name?

A. It is a concern that sells ^{beauty} ~~handy~~ preparations.

MR. FREEMAN: The name is right on the advertisement.

MR. SOUTHERLAND: Yes, I have seen that name here in something.

Q. Is ther any other Company?

A. We are interested also in the Princess Tokio.

Q. Is that a firm name?

A. Yes.

MR. SOUTHERLAND: What do you sell under that?

A. Why, these beauty preparations. The Company has taken hold of it. I have practically taken the whole of it.

Q. You say that that name ~~Princess~~ "Princess Tokio " has been used. I did not quite understand in what way, Mr. Gould?

A. Why, that we have sent out some circulars, under it.

Q. Relative to Sex Lessons?

A. Yes.

Q. Crystals too?

A. No.

Q. Planatory Hour Indicator?

A. No, no.

Q. Just the Sex Lessons? Is ther any other name that you use?

A. No.

Q. Have you any knowledge of a man named Yomi Ramacharaka?

A. Why, I have some.

Q. What knowledge have you about him?

A. Why, I really know who ~~Ramk~~ Yomi Ramacharaka is.

Q. Who is he?

A. Why, I do not care to say. Not that I have any reason to with-hold it, but --

Q. Is he an Indian?

A. No, he has never claimed that.

Q. It is an assumed name?

A. It is really the work of several people and one of them is a hindoo.

Q. It is not our friend Professor DeLaurence, is it?

A. No, no.

Q. This Hindoo, do you know whether he is a student and writer who is known for the profundity of his thoughts, the clearness of his mental vision, and the depth of his spiritual knowledge, combined with his remarkable simplicity and plainness of style?

A. Yes, I may say that.

Q: Do you know him personally?

A. Yes.

Q. Where does he live, in Chicago?

A. No, he is a man that is not living now.

Q. He is not living?

A. No.

Q. Did he ever live in this country?

A. Yes.

Q. Where did you meet him?

A. I met him in the office.

Q. He came to your office, did he?

A. Yes.

Q. And where did you get the information as to his standing?

A. Why from the general opinion of him.

Q. What general opinion; who expressed that opinion?

A. Why, everyone that ever met him, in fact.

Q. Well, did anybody that he ever knew tell you about his standing?

A. Why, Mr. Atkinson is the name I can really say that gave me the information about him.

Q. Mr. Atkinson told you of this editor of this publication?

A. Yes. I think it is claimed that the personality of Yomi Ramacharaka is not brought into his writings.

Q. Did you help to write any of this book by this man?

A. No.

Q. But several others you know worked in this book?

A. Which book?

Q. The book by ~~Rami~~ Yomi Ramacharaka.

A. Yes, yes.

Q. Have you ever read this book of Reeder's throughout Mr. Gould?

A. Yes.

Q. Do you agree with the doctrines expressed therein?

A. Why, I will tell you, personally I cannot say that I believe in that emission theory. ~~although~~ I have different ideas than that. My idea is that it should be kept down as much as possible.

Q. Do you not think that the doctrines and theories advanced by this man is the worst thing possible that a man can do?

A. Why, I do not know that.

Q. Have you not heard that?

A. I have heard --

Q. You know that it has been stated that it will make a nervous wreck of a man to indulge in a practice of that kind, do you not?

A. And, and candidly, I really ^{did} ~~am~~ not know that the book contained that, although I have read it over.

Q. When did you find it out, Mr. Gould?

A. Really, I did not find it out until it was brought to my attention in this case here. I knew that Dr. Reeder made that statement in talking to Mr. Angier down in the office one day and I took it up with Mr. Pratt and I said: "That book does not teach that." I says: "That is Reeder's own idea, giving some of his own theory in there; we ought to control what he talks about being in that book."

Q. Do you intend to continue to sell this book?

A. Why, I will tell you. As I see it now I do not think there should be any more advertisements sent out. If they are they should be so changed so that the people cannot

inclined to do? Then we will be glad to consider that and I suppose the Judge will advise you whether or not he can accept such a proposition. You can submit it in any way you see fit to make it.

MR. COX: It will be reduced to a written form, you know?

MR. FREEMAN: Yes.

MR. SOUTHERLAND: That was my suggestion to Mr. Freeman a few moments ago asking if you were inclined to submit a statement along that line, to give you some indication of the trend of my thought about this matter. You can think it over and see what you are going to do about it.

MR. FREEMAN: If you will give us time I would like to see, in connection with it this record written up. That would not take very long and it would doubtless guide us in making our suggestions and if we could ~~have~~ have say ten days in which to submit that in writing we would appreciate it. In the meantime -- how about these circulars what is the condition now?

MR. GOULD: Well, under the circumstances, I do not think we should send out any more of those circulars until something has been decided on.

MR. SOUTHERLAND: No, sir; I do not think you had ~~had~~ better send out any of these circulars at all.

MR. NASH: He said he did not intend to.

MR. SOUTHERLAND: I would be very glad to give you such time as you want, Mr. Freeman, to consider this matter. This is the 5th of April. Will you want to come back and present the matter in person?

MR. FREEMAN: Well, I thought I could probably do it

by writing. Unfortunately, travel takes time and money and, I think we are going to submit such a proposition, Judge, at least one that with very little modification will be satisfactory to the Department. I wanted to talk it over with Mr. Gould from the business point of view, because it would hit him.

MR. SOUTHERLAND: We would be glad to receive it if you want to submit it by mail, but if you think it would be better to come in person and submit it and talk it over with us, why, it seems ~~that~~ to me that possibly we might, if there are any objections to be made, we might better make them in writing; but I want you to consider very seriously the proposition of whether it is not better, from a business standpoint, for you people, aside from the requirements of the Department, to eliminate the sale of that book entirely. You will have no further question about it, no further trouble about it on this score or any other score if you eliminate ~~it~~ from the business entirely the matter that ~~is~~ has called you here. I am not prepared to say now that it will not be necessary for us to require absolutely the elimination of the sale of this book. I do not want to cross that bridge until we get to it, but we will give you until the fifteenth of April to either submit in person or by the ~~amixxx~~ mails, whatever proposition you wish to make about it.

Now, in connection with this matter, is there anything else that the Government counsel thinks Mr. Freeman should consider in submitting this proposition?

MR. NASH: No, but I would say this: I think it would be advisable for Mr. Gould to look over all of his circular matter that is used in advertising his business and ~~xxxxx~~

exercise care and see that he knows the thing that he is stating to be the fact is by some reliable authority; and that possibly a complete review of his advertising matter in other lines might appear to be necessary, although they have not been brought up here.

MR. SOUTHERLAND: Of course, you ~~know~~ understand this circular you are sending out now on Crystal Gazing has to be eliminated. We could not stand for that.

MR. GOULD: Well, Now, I would like to know if there would be any objections to advertising the crystal without any descriptive matter relative to it?

MR. SOUTHERLAND: Why, the crystal as an article of merchandize can be sent through the mails just the same as any other commodity can be sold, so long as the representations ~~xx~~ under which it is sold stick absolutely to the truth; and I should not think that you would want to sell the crystal or anything else under any other representations.

MR. GOULD: No, because we have always considered that people who were not satisfied with this stuff could return it and get their money back and we always ~~x~~ thought that that was security against people getting cheated in any way.

MR. SOUTHERLAND: I know, but the Courts have held that that does not cure the fraud in the scheme which is fraudulent

Mr. Gould, I will tell you: we find in a great many of these cases, that people will take a representation made by somebody else. They do not know whether it is true or false. They know that somebody else has made that representation. Somebody else says it is true. The person/^{sending}that representation out will say that it alright because somebody

says so and I will just take it for what it is worth and send it on out. They do not realize that when they send out that representation they adopt it as their own and they are responsible for it; that if the representation is untrue they are the ones that are making it; they are charged with the responsibility for making the untrue representation.

MR. FREEMAN: I want to thank you Judge, and all here, for the long and courteous hearing and the attention you have given us.

(Thereupon at 4.00 o'clock p. m. the Hearing ended.)